



i-mode Strategy

Takeshi Natsuno

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DESCRIPTION

First introduced in 1999, i-mode was the world's first smart phone for Web browsing. The i-mode wireless data service offers color and video over a variety of handsets. Its mobile computing service enables users to do telephone banking, make airline reservations, conduct stock transactions, send and receive e-mail, play games, access weather reports and have access to the Internet. It can offer a wide array of websites from internationally known companies such as CNN to very local information.

In Japan, the number of i-mode users is close to a sensational 13 million. This means that 10% of Japan's total population are using i-mode after not even 2 years of its existence.

i-mode Strategy authored by one of the main architects behind i-mode:

- * Discusses the success story of i-mode to date
- * Offers highly probable future projections for the technology

Written by the most highly respected expert in the field, i-mode Strategy is an absolute must for everyone wanting to know more about NTT DoCoMo's sustainable business model and i-mode strategy

ABOUT THE AUTHOR

Takeshi Natsuno is directly responsible for all of strategy i-mode, the world's largest wireless Internet service, with more than 34 million subscribers. After he graduated from Waseda University, he first joined a leading company in the Japanese energy industry. After gaining extensive experience in real estate development projects there, he entered the Wharton School at the University of Pennsylvania and earned an MBA. Before he joined NTT DoCoMo in 1996 he launch the widely i-mode service, he was an executive vice president at an Internet start-up company from 1996 to 1997. He is well known as the founder of i-mode and was selected as one of the 25 most influential e-business leaders worldwide by *Business Week* in 2001. He has also written *i-mode Strategy*, the predecessor to this volume.

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