



Japan-America Society

Members Forum and Networking Reception

Wireless: What's Next?

How the Wireless Giant Built its Success and What Lies Ahead for the Wireless/Telecom industries

Nobuharu Ono, NTT DoCoMo USA Inc.

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Date: Thursday, September 22, 2005

Time: 4:00 - 7:00 p.m. (Registration Opens @ 3:30, Network Reception @ 6:00)

Location: City University: 150 120th Ave. N.E., Bellevue, WA 98005 (Free Parking)

Fee: \$35.00 JAS Member, \$40.00 Non-Member

Registration: www.pspinc.com/jassw/register-9-22-05.htm or call JAS at 206-374-0180

Registration Deadline: September 16th at 5:00 p.m.

NTT DoCoMo, Japan's largest mobile carrier, has been a leader in the development of the world's mobile industry. The introduction of **i-mode**, a mobile Internet service, has been tremendously successful with over 50 million users worldwide. **FOMA**, world's first commercial launch of W-CDMA based 3G service, is seeing a rapid increase in subscribers. By creating a new world of mobile phone usage that is even more central to everyday life, DoCoMo has evolved their cellular service into a "lifestyle infrastructure". How has DoCoMo helped to drive this phenomenon? How are the Japanese and U.S. markets different? **How do U.S. companies of emerging technologies get in front of the Japanese customer?**



On **September 22nd**, the Japan-America Society welcomes **Nobuharu Ono**, the President and CEO of **NTT DoCoMo USA**. Mr. Ono will share the history of DoCoMo and the secret of their success in Japan, and walk us through the current situation in the Japan and US Wireless Telecom markets. Mr. Ono's presentation will be followed by a **panel discussion with Mr. Ono and senior telecom industry experts** who will discuss future trends, challenges and opportunities in the Wireless/Telecom market. Very lively and stimulating discussion is expected! This is a must-attend event for all professionals who are involved in the Wireless/Telecom industries and future-minded folks!

Confirmed Panelists

Marianne Marck, VP of Engineering, the Walt Disney Internet Group

Vern Fetheringham, CEO, Adaptix

Chetan Sharma, Technology & Strategy Consultant

Panel Discussion moderated by David Keller, Wireless industry/Japan Expert

Check the JAS website for the updates and latest announcements: www.us-japan.org/jassw

Want greater exposure for your company? Sponsorship opportunities exist for this event. For more information, please contact Tomoko Miwa at 206-374-0180.