

# Creating an Information and Communication Society that Enables the Participation of All

## Policy

### Approach to Digital Inclusion

In the i-Japan Strategy 2015 established by the Japanese government in 2009, digital inclusion is defined as “the use of digital technologies in a way that they will be accepted universally as the norm in every corner of society like air and water, creating a condition of digital inclusion throughout the economy and society”.

In accordance with this approach, KDDI is engaged in the three core activities described below, which aim to naturally integrate ICT into society and achieve a safer and more secure lifestyle for users without requiring any effort.

1. Developing products and services that are easy to use  
KDDI aims to provide products and services that are easy to use, even for senior citizens or persons with disabilities.
2. Establishing an environment that enables safe and secure use  
Along with improving the communication environment, KDDI also considers how to establish systems and price plans that are easy to use.
3. Offering technology education to promote the universal acceptance of ICT in society  
KDDI offers IT education and conducts other education activities to contribute to the improvement of the information literacy of consumers.

## Activity and Results

### Efforts for Persons with Disabilities

#### ■ Braille Request Service

KDDI operates a braille request service for visually-impaired

customers through which it is possible to receive monthly usage billing information in braille (including amount charged and breakdown).

#### ■ Sign Language Support

KDDI offers sign language support to customers with hearing impairments, in an effort to make their visits to au shops more comfortable.

At au SHINJUKU, au NAGOYA, and au OSAKA, staff who are conversant in sign language are available to assist with purchasing, explain how to use devices, and provide repair support. At outlets managed directly by KDDI, we engage in efforts to cultivate staff who can use sign language, with the aim of creating shops that can support greater diversity. For customers who visit au FUKUOKA, au HAKATA, and certain au shops in the Tokyo metropolitan, Kanto, and Chubu areas, KDDI offers remote sign language support using tablet-based videoconferencing functions.

#### ■ IT Education for the Hearing Impaired

KDDI offers IT education classes for the hearing impaired. In FY2015, KDDI conducted a three-day study camp for 11 elementary and junior high school students with hearing impairments, who participated in the development of a race starter app.

This app uses the light of the smartphone screen to signal the start of a race to hearing-impaired athletes, instead of the sound of a starter pistol. Light cues are used by sports organizations to signal the start of events for hearing-impaired athletes. However, facilities in Japan are not adequately outfitted with this type of equipment, depriving many athletes the opportunity to train properly.

Moving forward, KDDI will continue to conduct IT education classes for persons with disabilities in an effort to support activities aimed at expanding their range of professional opportunities and using their own strengths to resolve issues.

In March 2016, after refining the developed app and adding some new functions, KDDI made it available worldwide, free of charge.

#### ■ Simple Phone K012 offers support for the visually impaired

KDDI offers the Simple Phone K012, a feature phone that is easy to use for customers with visual impairments.

The device is equipped with various functions that are convenient for visually impaired users, such as a read out loud function that uses speech to communicate the contents of email messages or to inform the user of how to operate the handset, as well as vocal recognition capabilities that enable the use of spoken commands to perform various operations, such as opening the address book or launching apps. We are also increasing convenience through such initiatives as making PDF instruction manuals on our website compatible with text-to-speech software.

#### ■ Smile-heart Discount

Mobile phones are becoming more and more indispensable in people's daily lives. KDDI offers the Smile-heart Discount to make au mobile phones easier to use by providing discounted rates for disabled persons.

As of March 2016, the target segment is expanded to include holders of a physical disability certificate, rehabilitation certificate, certification of the psychiatric disordered, medical care certificate for specified diseases, registration certificate for specified diseases, and medical expenses certificate for specified intractable diseases.

## Activity and Results

### Offering Inexpensive Price Plans

#### ■ Senior Plan (V) offers low rate for seniors

For seniors who would like to use a smartphone but are concerned

## Creating an Information and Communication Society that Enables the Participation of All

about the higher usage fees, KDDI offers a price plan that makes it comfortable to switch to a smartphone.

Senior Plan V is available to customers age 55 or older who purchase the BASIO smartphone for seniors. This plan is offered at a lower cost than other flat-rate plans by reducing the amount of data that can be used each month.

### Activity and Results

#### Efforts to Bridge the Digital Divide

##### ■ Operator-assisted smartphone support service

With the rise in popularity of smartphones, the Customer Service Center has received numerous inquiries from customers who have purchased a smartphone but are unable to master it, as well as from customers who want to purchase a smartphone but are unsure whether they will be able to use it. In FY2011, KDDI launched Japan's first operator-based remote support service for Android™ smartphones, which ensures safe and secure smartphone use for all customers. When users are unsure about how to configure settings or perform operations, they can use this service to share their smartphone screen with a remote operator who can provide support. In FY2015, KDDI began offering this type of support to iPhone and iPad users as well, with the launch of the Minagara Support service. The service has earned high praise from the numerous customers who have used it.

##### ■ Operator-assisted smartphone location service

With the great amount of highly important personal information stored in smartphones, ranging from email to financial data such as mobile banking records and credit card information, the loss or theft of a smartphone can pose a serious problem.

In FY2014, after receiving many customer requests for an

easy-to-use service that can locate any device when it is lost or stolen, KDDI launched "Lookout for au"\*, the world's first operator-assisted location service for finding lost or stolen iPhones, iPads, and Android™ devices. When users contact the Customer Service Center and request the service, an operator acts on their behalf to locate the lost or stolen device.

\* To use this service, a subscription to au Smart Support or au Smart Pass is required.

### Activity and Results

#### Improving the Communication Environment in Developing Countries

KDDI is working together with Sumitomo Corporation and Myanmar Posts & Telecommunications in a joint venture aimed at establishing a comfortable communication environment in Myanmar, where there is an urgent need to improve the communication infrastructure.

As of the end of December 2015, the mobile phone adoption rate in Myanmar, which was at 13% before the launch of the joint venture, had reached approximately 78%\*. Furthermore, the establishment of the communication infrastructure is accelerating so that mobile phones can be used anywhere in the country.

\* According to estimates from the Myanmar government

### Activity and Results

#### Efforts of KDDI Foundation in Developing Countries

##### ■ Providing international ODA technical consulting

KDDI Foundation is currently providing technical consulting for two projects

administered through Japan's official development assistance (ODA) programs. These projects are the Greater Mekong Telecommunication Backbone Network Project (CP-P5) and the Communications Network Development Project for Major Cities in Iraq (IQ-P17).

##### ■ Efforts in Mongolia

A fiber optic network is now being constructed in Mongolia, and 33,000 kilometers of the backbone have been completed. However, broadband Internet is not available in remote villages that are far from a backbone connection point, and there are at least 30 villages that have difficulty establishing any Internet connection at all.

In 2015, KDDI Foundation collaborated with the Information Technology, Post and Telecommunication Authority of Mongolia to implement a pilot program that uses satellites to provide broadband Internet connections to three villages along the national border. After the network was established, government offices, hospitals, schools, and other key institutions in the villages were able to dramatically increase the speed of information sharing, leading to improvements in daily life in the villages. KDDI is now examining the possibility of expanding the service and deploying it to other areas in the future.

##### ■ Efforts in Vietnam

Traffic congestion in Hanoi, Vietnam has become a social problem, and there is an urgent need to improve the convenience of public buses. KDDI Foundation worked together with Vietnam's National Institute of Information and Communications Strategy on a pilot project to develop and introduce a system that displays real-time bus transit information on a map. The system has been praised for helping to improve user convenience by displaying information such as bus arrival times. KDDI is now examining the possibility of using similar technology in the future to display road traffic conditions as a measure to ease traffic congestion.