

President Mr. Onodera made a keynote speech in ITU TELECOM WORLD 2003

ITU TELECOM WORLD 2003 Exhibition and Forum was held in Geneva, Switzerland from 12 to 18 October 2003. This is the largest and key exhibition for the global telecommunications industry, organized by ITU. During this period, 1.1million people are estimated to have visited more than 900 booths exhibited by telecommunication operators and telecommunication manufacturers.

Mr. Onodera made a keynote speech entitled “Towards Ubiquitous Society” in Business Session 6 on October 15. For this session, ITU set a theme “Whether 3G and wireless LANs will make a competition or collaboration?”

In the first part of his speech, Mr. Onodera introduced KDDI’s strategy for the realization of the Ubiquitous environment, based on e-Japan strategy II released by the Japanese government in July 2003. Then, he summarized success factors of 3G mobile service CDMA2000 1x, which surpassed 10 million threshold with just 18 months after its launch on April 1st 2003. He also announced that to enhance this 3G service KDDI had a plan to launch high speed CDMA 2000 1x EV-DO, mobile ADSL, toward the end of November.

After these explanation, he touched on KDDI’s future vision of WLA as an “overlay approach” on its CDMA 2000 1x EV-DO.

The session was attended by more than 350 audiences, which reflects the big interests of audience.