

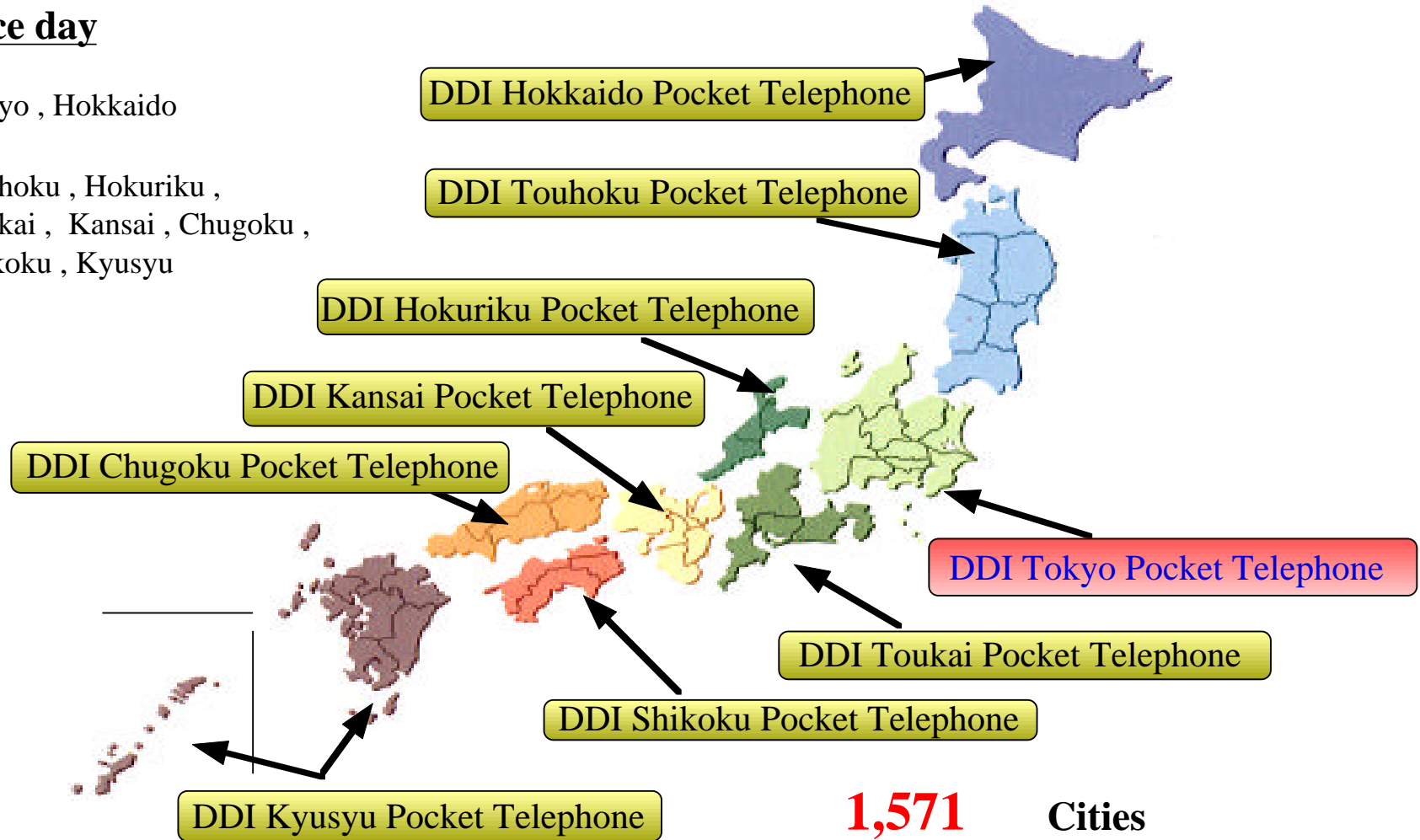
# **PHS is Ready for 21 Century**

**DDI Tokyo Pocket Telephone, Inc. JAPAN**

## Start service day

July, '95 Tokyo , Hokkaido

October, '95 Touhoku , Hokuriku ,  
Toukai , Kansai , Chugoku ,  
Shikoku , Kyusyu



**1,571** Cities

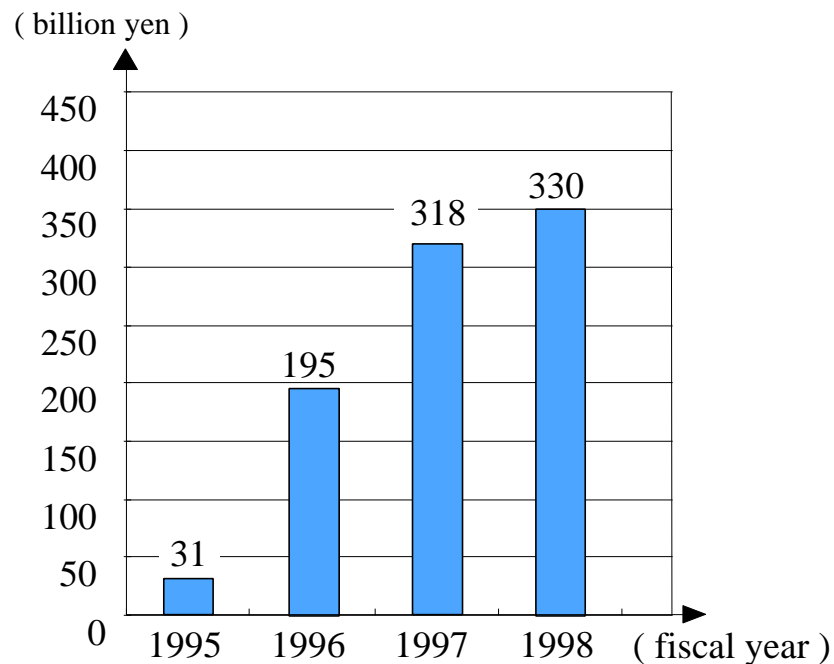
**124,000** CSs

**90%** Population Coverage

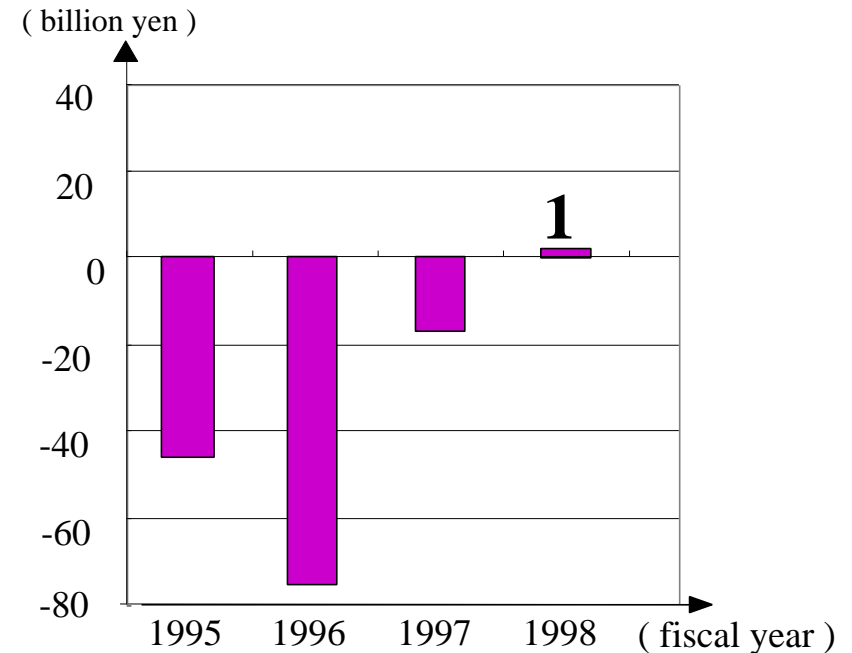
## Surplus achieved in 1998 fiscal year !!

- Sales ; About 330 billion yen
- Net profit ; **About 1 billion yen**

Sales ( Whole country )

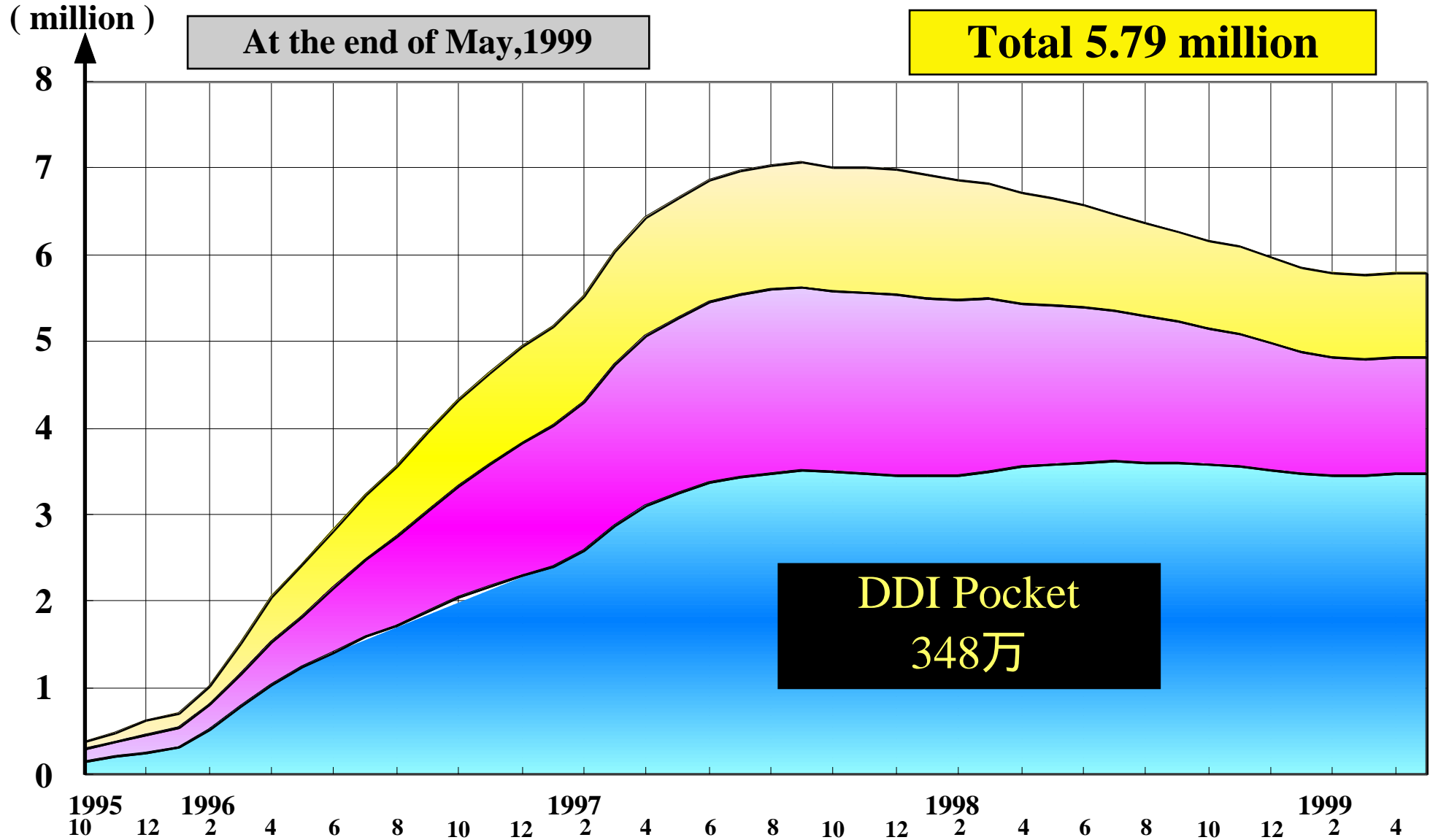


Net profit ( Whole country )





# DDI Pocket's Subscribers

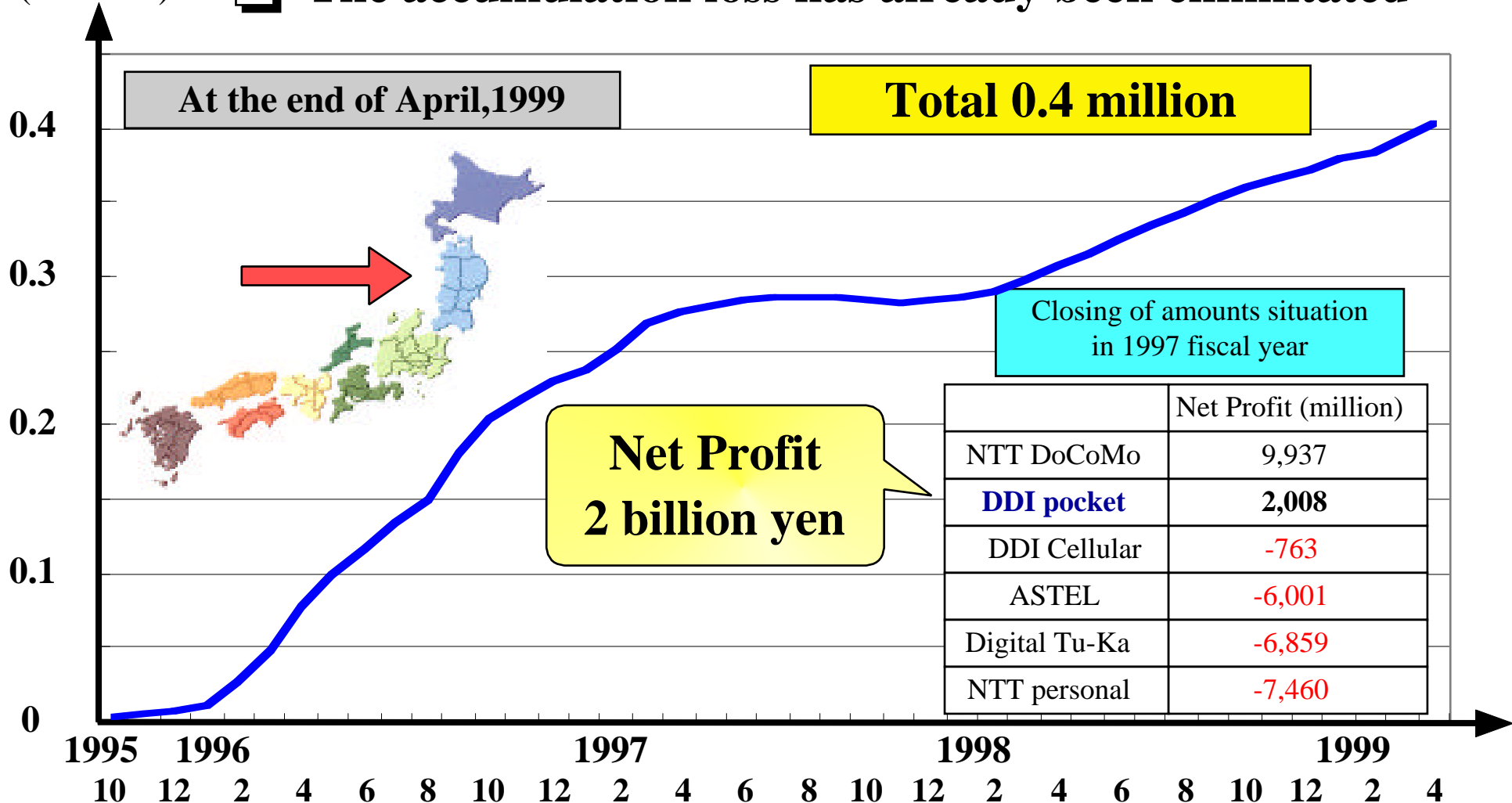


# DDI Pocket's Subscribers (in Touhoku)

☐ Single fiscal year surplus is achieved in 97 fiscal year

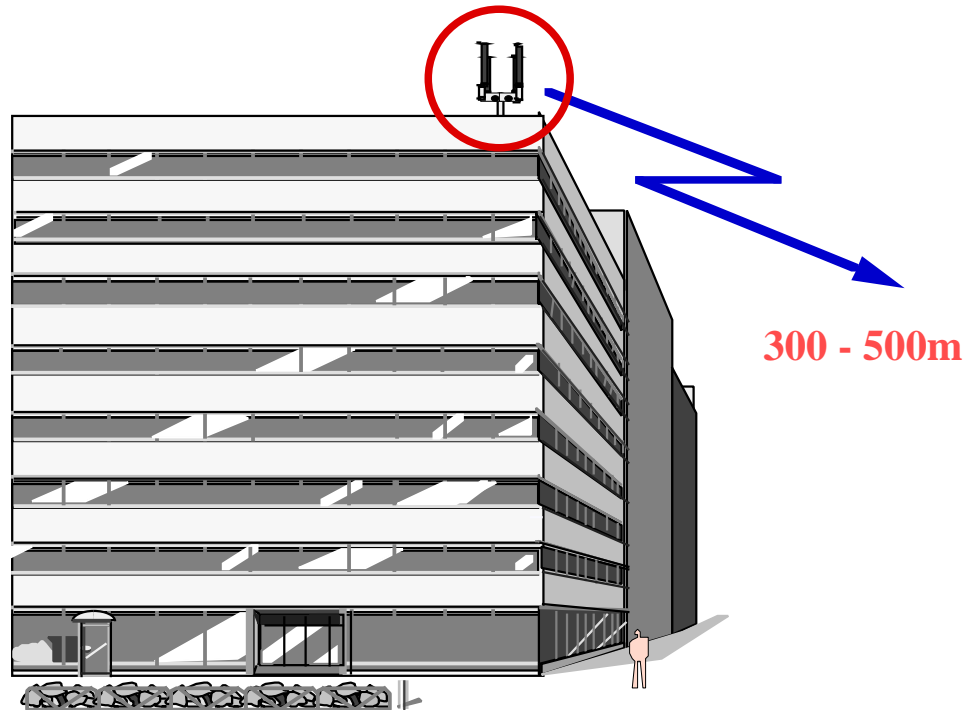
☐ The accumulation loss has already been eliminated

( million )



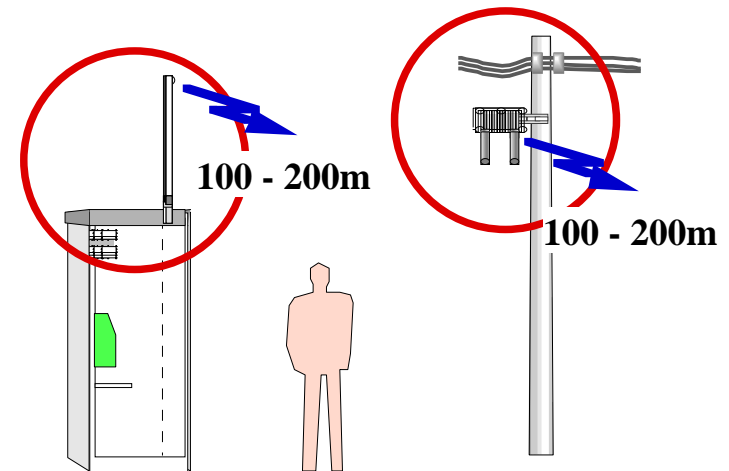
## CS of DDI Pocket

Top of Building ~ 500mW



## CS of Competitors

Public Pay phone 20mW  
Telephone Pole  
Electric Utility Pole



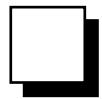
**PHS**

**vs. Cellular system**



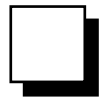
## **Large Area**

- Macro cell
- PHS entrance system



## **High Mobility**

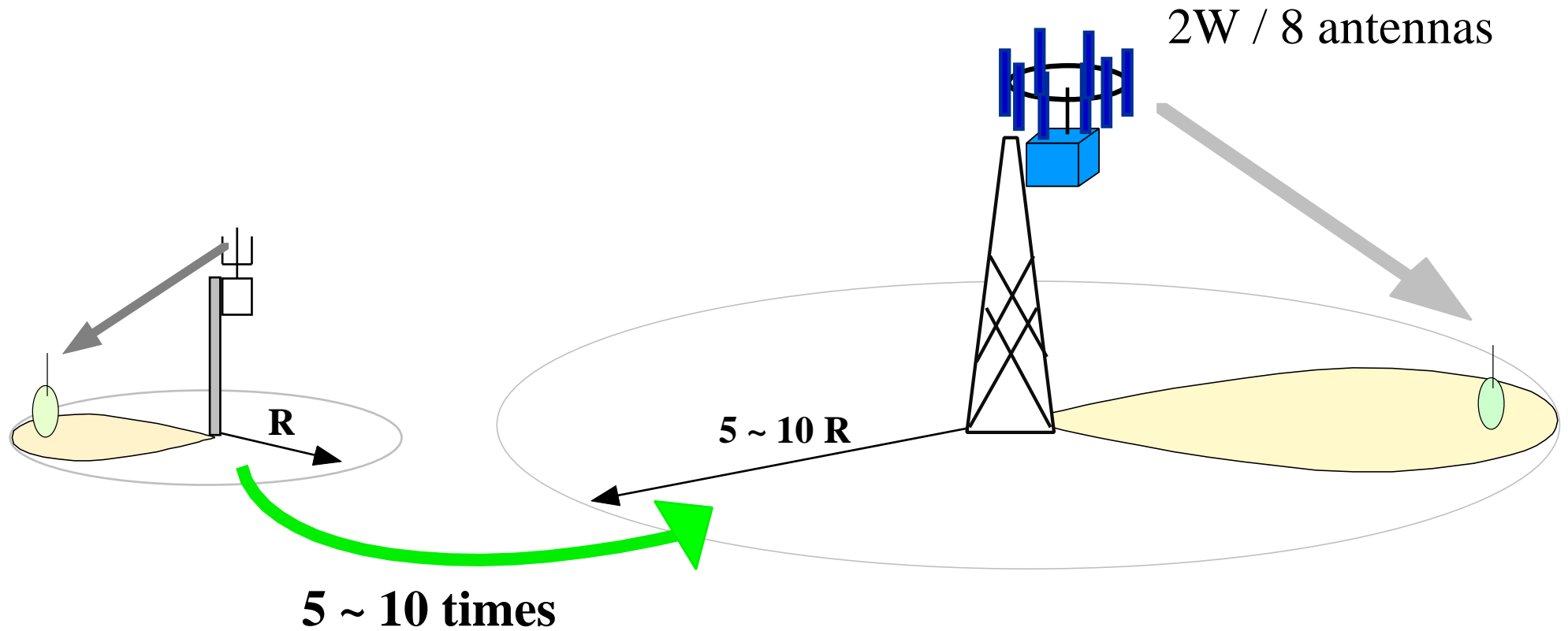
- seamless handover



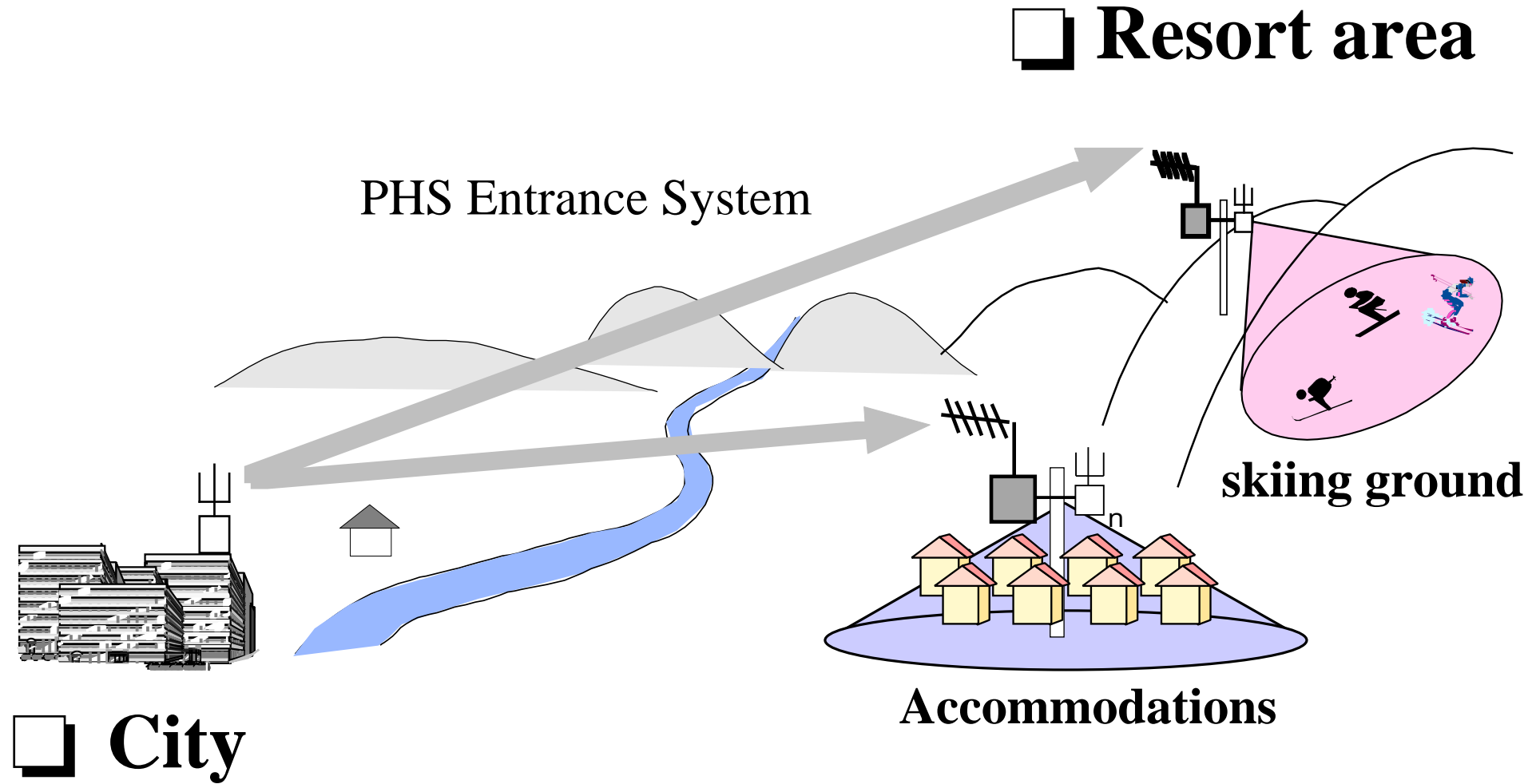
## **High-speed data communication**

- 64kbps data communication

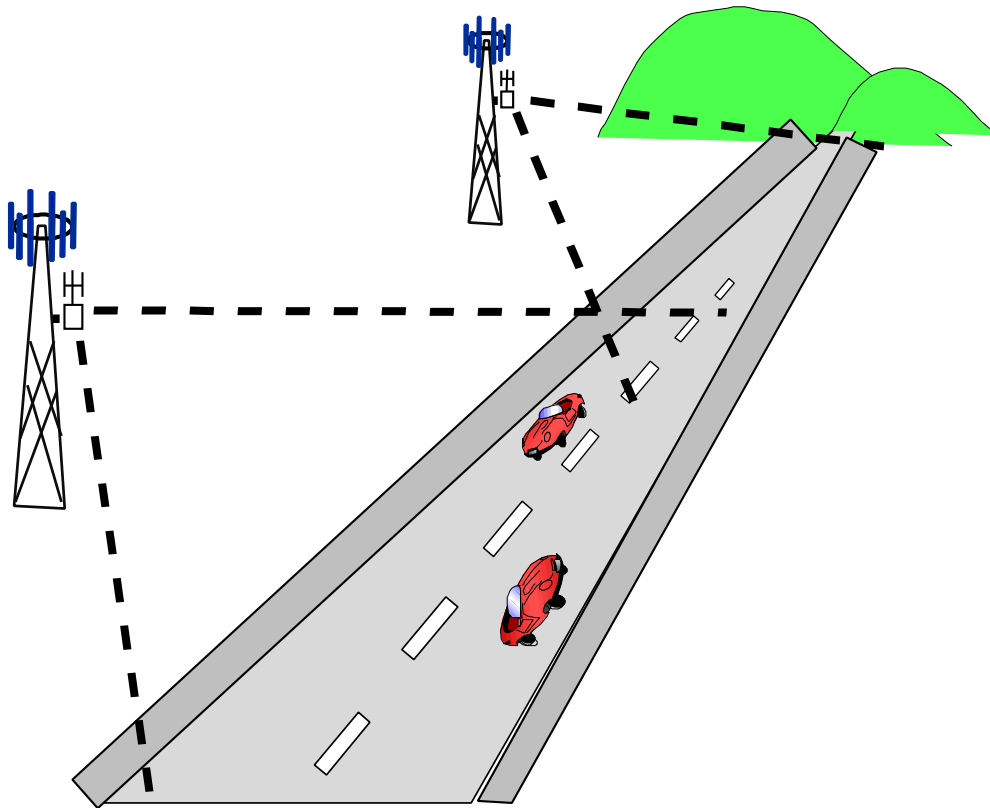
# Macro cell ( 2000 ~ )



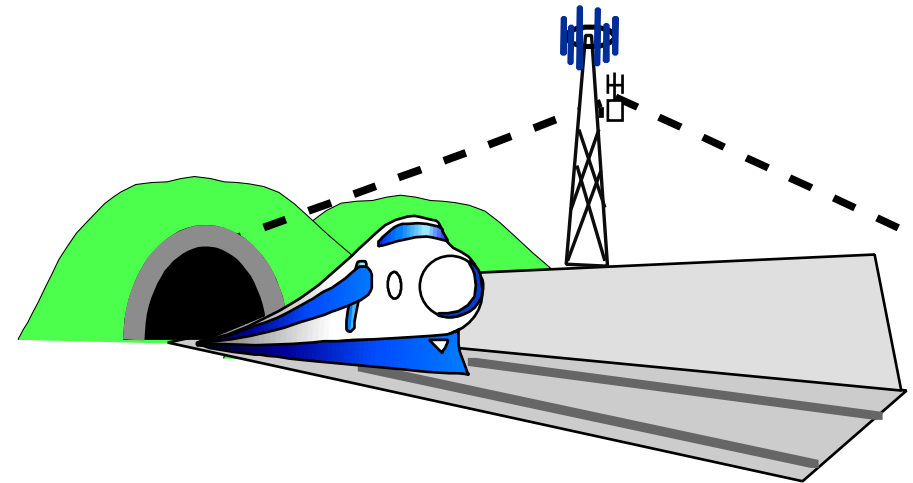
# Rural Coverage ( 2000 ~ )



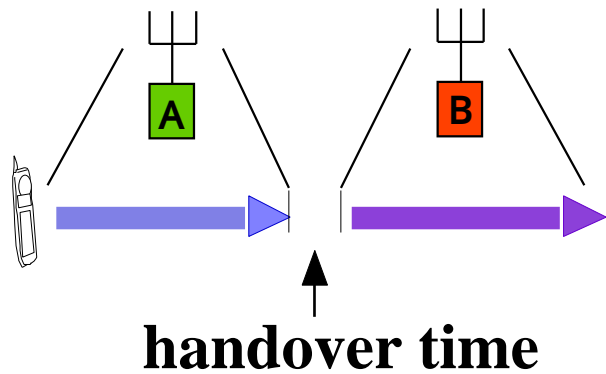
## ☐ Expressway



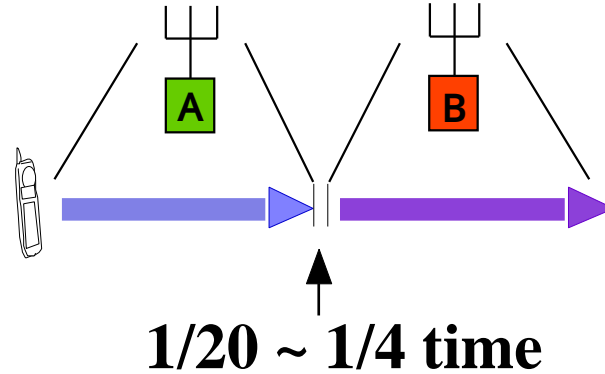
## ☐ Trunk line railway



Present handset



Seamless handover handset



Wire line Quality

High Mobility

Running experiment in expressway ( 100km/h )



Before the handover



Seamless handover success



Telephone call continuance

**Visual phone**

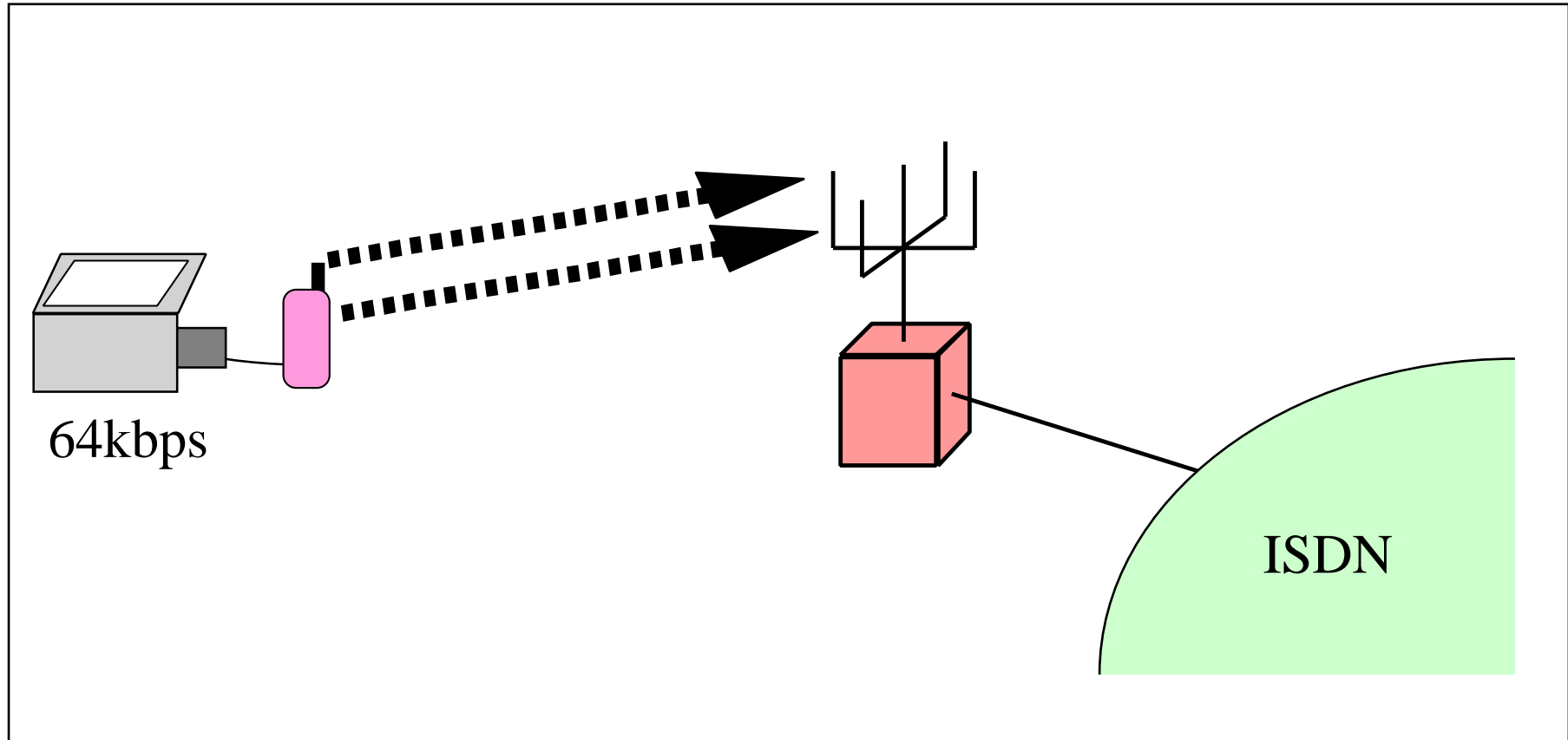


Real-time Video &  
Speech communications

**Mail handset**

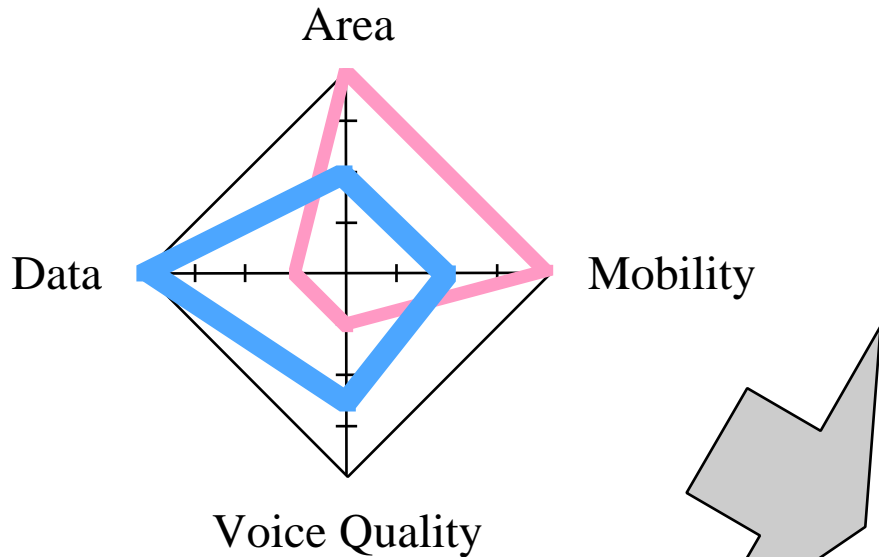


A hand-written character can be sent  
( bitmap image )

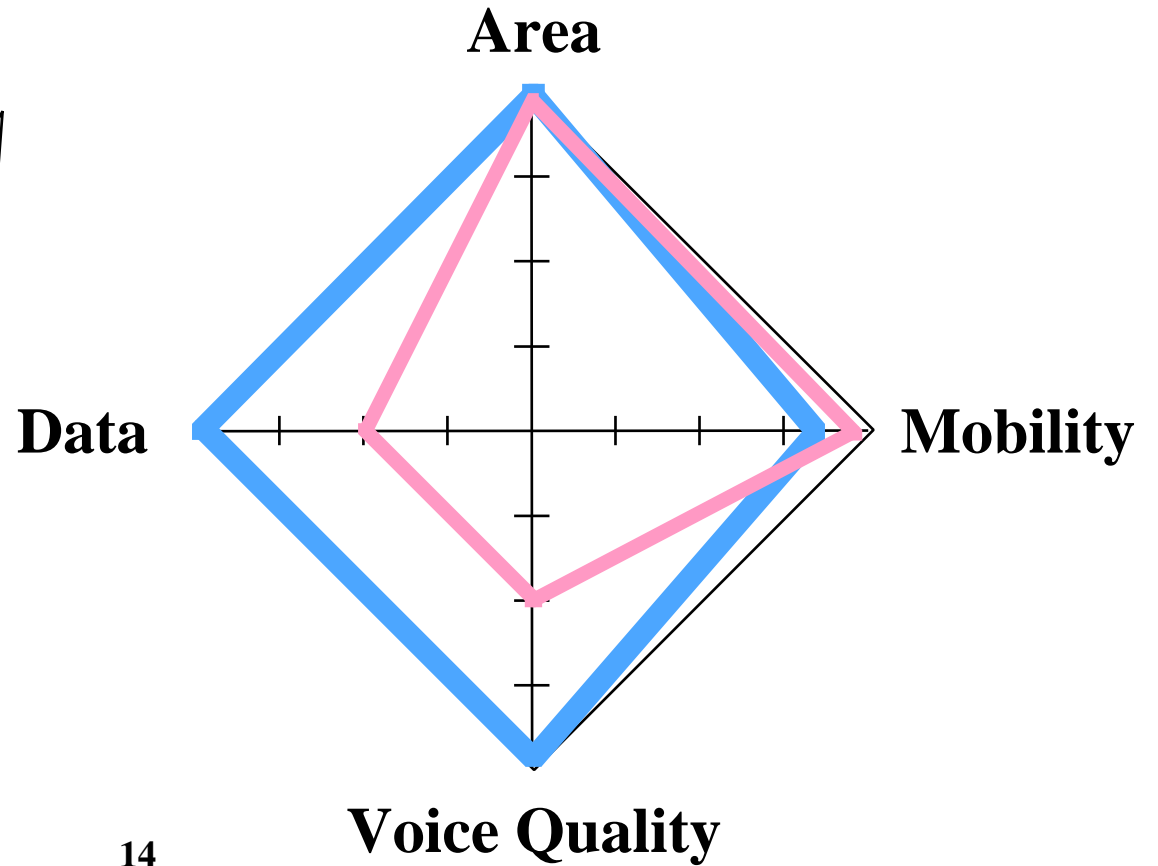


# Comparison

~ 98



2000

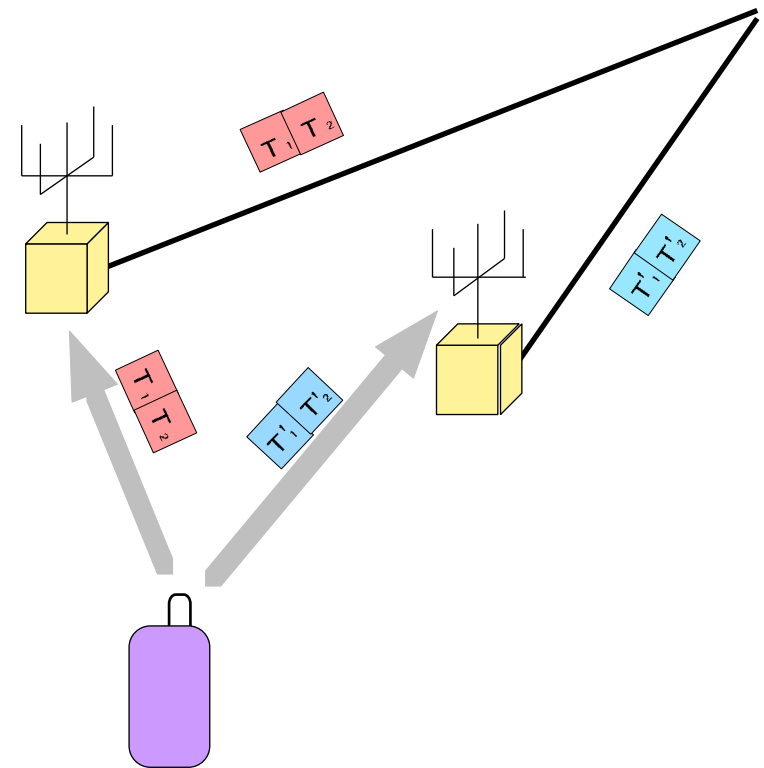
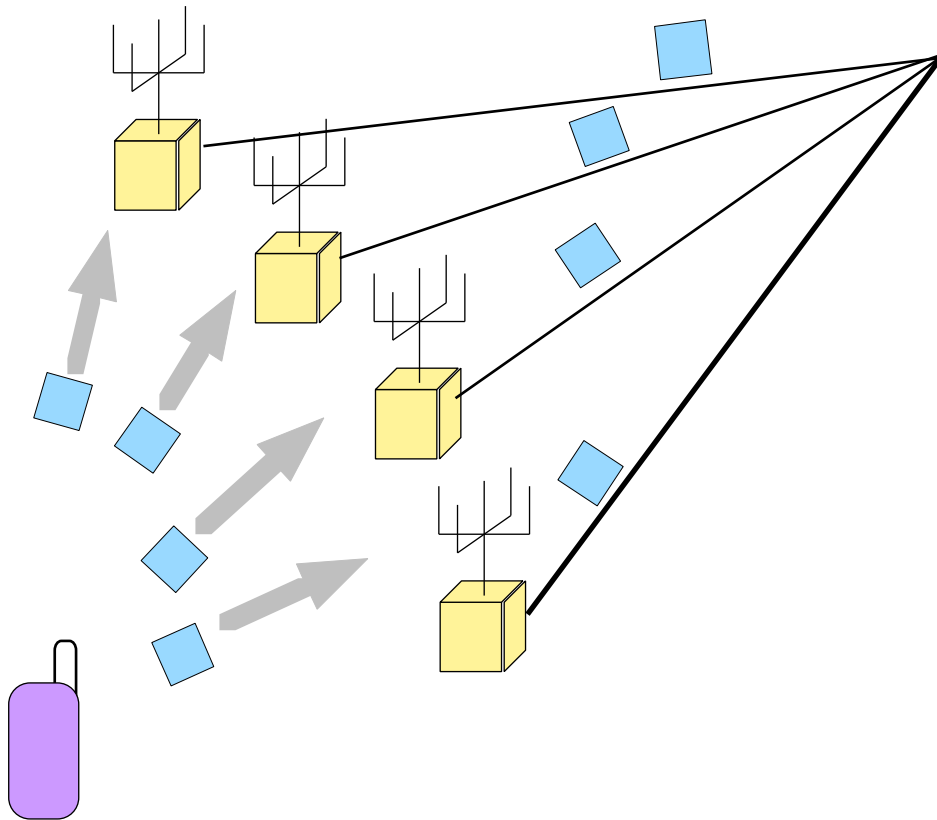


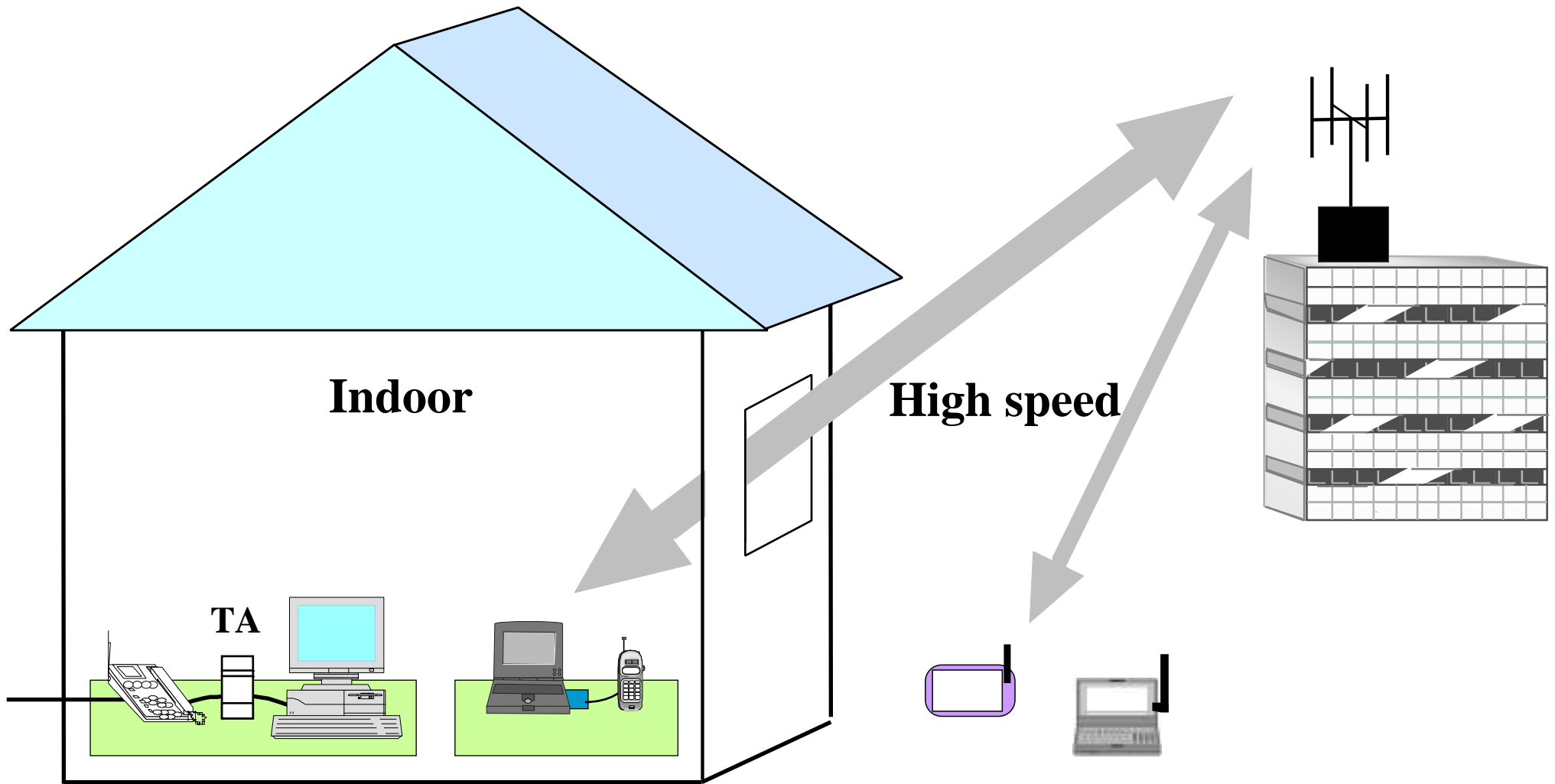
— PHS  
— PDC ( GSM )

# 128kbps Data ( 2000 ~ )

128kbps packet

128kbps circuit switching





# *PHS is Ready for 21th Century*

