Designing The Future

KDDI

Towards Age of Convergence

Tadashi Onodera
President and Chairman, KDDI Corporation
www.kddi.com

From FMC to "FMBC"

With the spread of internet protocol and broadband, fixed and mobile communications are rapidly converging while, at the same time, communications and broadcasting are also experiencing convergence thanks to services such as "1seg" audio and video on mobile phones, multichannel broadcasting, and video-on-demand on optical fiber lines and cable TV. KDDI is aiming to realize FMBC (Fixed Mobile and Broadcasting Convergence) based on the next-generation infrastructure concept called Ultra 3G in order to position itself in this coming era of convergence.

FMBC by KDDI

Utilizing its strengths as a one-stop provider of fixed and mobile communications, KDDI has aggressively worked to integrate these two systems through FMC (Fixed Mobile Convergence). Recently KDDI has introduced a series of new FMC services with the first being the KDDI Collective Billing Service that integrates fixed and mobile telephones. Others are LISMO, an integrated music service for mobile phones and PCs, and OFFICE FREEDOM, a wireless LAN mobile intra-office solution for corporations. KDDI will continue to actively develop FMBC services in order to connect broadcasting to the integration of fixed and mobile communications.

The Next-generation "Ultra 3G" concept

KDDI's next-generation communications infrastructure concept is called Ultra 3G and takes third-generation mobile phone systems and wireless LANs, and adds new wireless systems such as Mobile WiMAX and LTE, and integrates wired access such as ADSL and FTTH, to seamlessly provide various services including broadcasting. The service control system that seamlessly provides these services so that these various types of access are able to mutually complement one another is constructed in compliance with IMS (IP Multimedia Subsystem) / MMD (Multimedia Domain). This will enable customers to enjoy high-speed data services and high-quality multimedia services in an optimal communication environment without regard to whether they are using fixed or mobile communications.

Global ICT solutions

KDDI's business covers not only Japan. For example, the KDDI Group recently announced that it had integrated its extensive network of data centers located both in Japan and overseas under the "Telehouse" brand name. The concept of data centricity, which refers to the centralization of information assets in a single location, is becoming increasing popular as a result of the importance of improving the management and protection of corporate information assets. Because data center services are at the core of the ICT (Information and Communication Technology) solutions promoted by KDDI, the Telehouse data centers both in Japan and overseas have been praised for their quality and reliability and have become widely known both in the U.S. and Europe since Telehouse was launched in 1989.

International Cooperation

In order to help bridge the digital divide in developing countries, the KDDI Group makes available many of the technologies it has developed, dispatches communications technology specialists, and offers other support through KDDI personnel who participate in the Japan International Cooperation Agency's Japan Overseas Cooperation Volunteers and Senior Overseas Volunteers programs. In addition, KDDI actively works to transfer technology to developing countries and to foster human resources by accepting trainees from overseas and supporting communications infrastructure improvement in developing countries. The KDDI Group's international cooperation activities began in 1957 when it first accepted foreign trainers. During the 50 years up until 2008, the KDDI Group has welcomed more than 5,400 trainees from 144 countries.

ITU and KDDI

The KDDI Group has participated vigorously in ITU activities including the standardization of various technologies such as facsimile, optical fiber, wireless communication and IP-TV. Three KDDI experts are currently Vice-Chairs of ITU-T (Telecommunication Standardization Sector) Study Groups, and a lot of KDDI engineers are contributing to the Study Groups of ITU-T, ITU-R (Radiocommunication Sector) and ITU-D (Telecommunication Development Sector). KDDI is also participating in a used computer donation program for Asian developing countries being run by the ITU. In its most recent donation, KDDI, the first Japanese company to take part in the program, donated computers to the government of the Republic of Kiribati.

Through all the activities mentioned above, KDDI is committed to striving for the development of global communication throughout the world as it seeks to enhance its contribution to the creation of an affluent society with a strong emphasis on humanity.