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3.5.1 The Concept Behind the Commercial with HiroSue

Sommario/riassunto

First introduced in 1999, i-mode was the world's first smart phone for Web browsing. The i-mode wireless data service offers color and video over a variety of handsets. Its mobile computing service enables users to do telephone banking, make airline reservations, conduct stock transactions, send and receive e-mail, play games, access weather reports and have access to the Internet. It can offer a wide array of websites from internationally known companies such as CNN to very local information. In Japan, the number of i-mode users is close to a sensational 13 million. This means that 10% of
