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Coca-Cola; 4.5 Sega: New Games Using Mobile Phones; 4.6 D2C Builds a Mobile Advertising Market; Postscript: Look-Alikes? PlayStation and i-mode; 5 i-mode and the Battle for Net Supremacy

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Postscript: Justice and Generosity in the IT World? 6 i-mode for the World; 6.1 From Japan to a Global-Scale Ecosystem; 6.2 Why Take i-mode Overseas?; 6.3 The Nursery School Model; 6.4 Difficulties in Achieving Consensus; 6.5 The First Step, Customized Straps; 6.6 Early Results of i-mode's Overseas Expansion; Postscript: Marrying off a Beloved Daughter; Afterword; Further Reading; Index

Sommario/riassunto

i-mode is the packet-based service for mobile phones offered by Japan's leader in wireless technology, NTT DoCoMo. Unlike most of the key players in the wireless arena, i-mode eschews the Wireless Application Protocol (WAP) and uses a simplified version of HTML, Compact Wireless Markup Language (CWML) instead of WAP's Wireless Markup Language (WML). Ever since its introduction in February 1999 i-mode has been the most successful mobile internet technology of the World. i.e. the quickness by which the technology has spread over Japan. In Japan, the number of i-mode users is close to a sensat
