

# IMODE - SUMMARY

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i-Mode is success because of a careful balance of the right technology, the right strategy, the right content, and the right marketing. On this successful platform, many players have developed successful business models, be it premium content, e-commerce, advertising, or others.

With the expansion of i-mode, it has now become a "lifestyle infrastructure" and a series of alliances with major players such as Coca-cola has expanded the possibilities.

With new i-mode services being launched in Europe and Asia, it is timely to learn based on the experiences of Japan what the potential could be.

In the near future, the 4G wireless-equipped i-Mode phone will bring new life to the wireless communications.

The wireless mobile Internet is therefore rapidly becoming a reality and the future looks very bright.