The No.1 Broadband IP-Phone Service

Feb. 2005

Sadahiro Sato
BB Phone Service Division
Softbank BB Corporation
Network Comparison

Traditional Telephone

Internet Phone

Internet

PSTN

http://www.softbankbb.co.jp/

All Rights Reserved, Copyright© 2003, Softbank BB Corp.
Key Advantages of BB Phone

Aggressive Pricing

Comparable Quality to PSTN

Easy Set-up, Easy Operation
Service Overview

• BB Phone offers very competitive pricing. (see the next slide).

• Owing to SBB’s Softswitch and IP Backbone technology, BB Phone is the first nation-wide IP based voice service that achieves comparable quality to the PSTN.

• BB Phone is NOT “a Voice over the internet” service. Rather, it is an enhanced voice service delivered over SBB’s IP-Based Broadband network.

• Customers require no additional expense or behavior changes on the part of them.

• BB Phone has Automatic Re-Routing Function to PSTN in the event of our network outage or CPE (Customers Premise Equipment) failure.
Pricing ①

Domestic Fixed Line (JPY/3Mins)

- L.D.
  - ¥20.0

- Local
  - ¥8.5

- Off-net
  - ¥7.5

- On-net
  - 0 Yen!
<table>
<thead>
<tr>
<th></th>
<th>BB Phone</th>
<th>NTT</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-net Call</td>
<td>Free of Charge</td>
<td>¥ 8.5～¥ 20 (3Mins)</td>
</tr>
<tr>
<td>Off-net Call</td>
<td>¥ 7.5 (3Min)</td>
<td>¥ 8.5～¥ 20 (3Mins)</td>
</tr>
<tr>
<td>Cellular</td>
<td>¥ 25/Min (8:00-23:00)</td>
<td>¥ 30～¥ 40/Min</td>
</tr>
<tr>
<td></td>
<td>¥ 20/Min (23:00-8:00)</td>
<td></td>
</tr>
<tr>
<td>International (USA)</td>
<td>¥ 2.5/Min</td>
<td>¥ 40～¥ 60/Min by KDDI</td>
</tr>
</tbody>
</table>

※ We terminate more than 223 international destinations besides USA.
By utilizing nationwide IP network of Yahoo BB, We provide high quality IP telephone service...

- 51 Gateways installed nationwide and interconnected with PSTN
- A fully redundant system to reach high reliability
- Well-Maintained Voice Quality by controlling QoS on voice packets
Promote network efficiency

SOFTBANK BB’s backbone

Synergy Effect with Japan Telecom

http://www.softbankbb.co.jp/
Synergy Effect with Japan Telecom

Promote network efficiency

JAPAN TELECOM
JAPAN TELECOM’s backbone

http://www.softbankbb.co.jp/
All Rights Reserved, Copyright© 2003, Softbank BB Corp.
Synergy Effect with Japan Telecom

Promote network efficiency

Integration of backbones
Technical Overview

- BB Phone takes the call traffic that our subscribers hand off to SBB via Residential Gateway (RGW), converts it to IP Packets and delivers the traffic over BB Phone’s IP-Based network to any domestic/int’l location.

  - Protocols:
    - MGCP for NNI interconnections / On-net
    - H.323 for UNI interconnections
    - SIP

  - Signaling:
    - SS-7 for interconnection with NTT/ILECs
    - PRI for CLECs and International Carriers

  - Codec:
    - G.711 (64k bps)
On-net Connection

- **Domestic PSTN**
- **SS-7**
- **Mobile Network**
- **International Carriers’ NW**
- **International Destinations**
- **Non-BB phone Subscribers**
- **Cellular**

**Call Agent**

**¥0 / Min**

HTTP: //www.softbankbb.co.jp/

All Rights Reserved, Copyright© 2003, Softbank BB Corp.
Off-net Termination

- **Call Agent**
- **Domestic PSTN**
- **Int'l Carriers' NW**
- **SS-7**
- **Mobile Network**
- **Cellular**

**Int'l Destinations**

**Non-BB phone Subscribers**

**GW**

**TA**

**TGW**

**SGW**

**¥7.5 / 3Min**
Mobile Termination

- Call Agent
- GW
- TA
- GW
- TA
- GW
- TA

- Int’l Carriers’ NW
- Domestic PSTN
- Mobile Network
- Int’l Destinations

- SS-7

- ¥ 20 / Min (23:00-8:00)
- ¥ 25 / Min (8:00-23:00)

- Non-BB phone Subscribers

- Cellular

http://www.softbankbb.co.jp/

All Rights Reserved, Copyright© 2003, Softbank BB Corp.
Automatic Re-Routing

PSTN or 3rd party’s NW

And # Emergency Call
# Tall Free Call
# Other Special Number Destination
Number of BB Phone Subscribers

Home Page

Commercial Service
Start from April 25th, 2002
32 months later

4.4 Million Subscribers

http://www.softbankbb.co.jp/
BB Phone is the standard service bundled with Yahoo!BB ADSL.

No additional / monthly fee for BB Phone will be charged to our ADSL customers.
Q&A
Thank You!

Sadahiro Sato
ssato@bb.softbank.co.jp

BB Phone Service Div., Soft Bank BB Corporation