## Abstract

We create new lifestyles from the five perspectives, such as Safety and Health and verify the value of technologies that make our lives fuller and more convenient in lifestyle co-creation lab with partners. Through this initiative, we develop innovation co-creation platform that can use technologies of NTT docomo and NTT Lab across various industries.

## Features

- Co-creation of new lifestyles that contribute to a better life for people
- Crossing technologies of NTT docomo and NTT Lab and applying them across various industries

## Application Scenarios

- Easily verifying the value of services in a variety of demonstration fields
- Rapidly developing services by connecting our platform with partner’s technologies and assets

## Roadmaps

We plan to conduct experiments in various fields such as transportation, nursing care, and housing. We develop innovation co-creation platform as part of 4D digital platform of NTT group.

## Collaboration Partners

Shochiku Co., Ltd., KABUKI-ZA CO., LTD., KABUKIZA-SERVICE CO. LTD., POLA INC., Nissan Motor Co., Ltd., Japan Airlines Co., Ltd., ITEC HANKYU HANSHIN CO., LTD., Kobe City., etc.

## Exhibitors

NTT DOCOMO, INC.

Contact: co-creation-lab-ml@nttdocomo.com

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