

**FeliCa Networks Exhibits at Mobile World Congress 2014,
the world's premier mobile industry event**

— *Booth Overview* —

FeliCa Networks, Inc., will exhibit its products and technologies at the Mobile World Congress 2014 (MWC), to take place in Barcelona, Spain, from February 24, 2014. This is the third consecutive year FeliCa Networks will participate in the world's premier mobile industry event.

FeliCa Networks will demonstrate "NFC FeliCa Phone," the world's first commercially developed mobile phone that integrates contactless IC technology. In addition, the booth will feature the Company's initiatives in Near Field Communication (NFC), an international standard for contactless IC communication that is expected to gain worldwide popularity.

Key Exhibition Points

Proven track record in Japan

FeliCa Networks' efforts to introduce, popularize and expand NFC FeliCa Phone devices and services in Japan

- Type F/A/B NFC FeliCa phones
- Sample chips being developed in agreement with Samsung Electronics
 - NFC controller
 - SiP, which packages in one chip the NFC controller and the FeliCa SAM IC chip with its security functions
- Case studies
 - McDonald's Japan's NFC FeliCa-based coupon and payment services
 - Rakuten-Edy's NFC FeliCa-based payment services
 - East Japan Railway's NFC FeliCa-based transportation and payment services

Solutions for the global market

- NFC Tag Authentication Solution
 - A secure NFC Tag platform prevents falsification and illicit copying through an authentication process of the key in the NFC tag
- NFC Dynamic Tag Solution
 - The Mobile-Centric and Secure Element (SE) Free platform enables an online money system to offer NFC payment services for in-store shopping
- NFC Mobile Secure Element (SE) Solution by Sony Corporation
 - A wide range of NFC Mobile Secure Element solutions optimized for trends in the global market

The world's premier mobile industry event Mobile World Congress 2014

- **Overview:** MWC, the world's premier business event for the mobile phone and mobile devices industry, is attended by leading mobile phone telecommunications carriers, wireless device and terminal manufacturers, content and service providers, software developers, peripheral device makers and other related companies from around the globe. In addition to exhibitions, MWC features conferences and seminars.
- **Venue:** "Fira Gran Via"
Av. Joan Carles I, 64,
08908 L'Hospitalet de Llobregat
Barcelona, Spain
- **Date:** Monday, February 24th ~ Thursday, February 27th, 2014 : four days
- **Time:** 9:00am~7:00pm - until 4:00pm on the last day
- **Attendees:** more than 72,500 : actual MWC 2013 data
- **Exhibitors:** Approximately 1,700 companies : actual MWC 2013 data
- **Organizers:** GSM Association; GSMA Limited
- **Website:** <http://www.mobileworldcongress.com/>

※ Admission requires the purchase of a pass issued by MWC.
<http://www.mobileworldcongress.com/passes-and-prices/>



Venue Overview

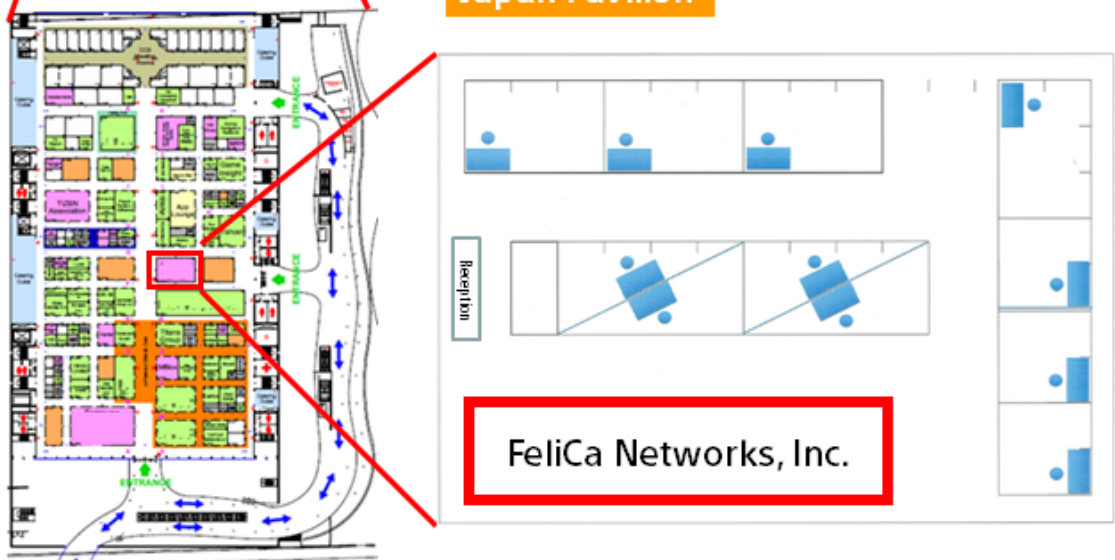


- FeliCa Networks will exhibit in Hall 8.1 in the Japan Pavilion booth organized by JETRO (Japan External Trade Organization).
- In addition to showcasing our chip sets, NFC FeliCa Phones and services widely used in Japan ahead of the world, we will demonstrate our solutions complying with other standards and our original solutions for global market.

Hall 8.1



Japan Pavilion



FeliCa Networks booth No. : 8.1F41 (Hall 8.1 at Fira Gran Via)