

Support Statements from KDDI/AU, SoftBank, and NTT docomo

to

Google/Apple Emoji Proposal

Document prepared by: Kat Momoi <katmomoi@gmail.com>, Google Inc.

Below you will find e-mail messages from KDDI/AU, SoftBank, and NTT docomo to Google Japan's Product Manager for Gmail/Emoji expressing their support for the US proposal (authored by Google and Apple) that was submitted to SC2/WG2. All of the carrier representatives are in a position to state their company position regarding this matter. We sent them the 3 documents below as the reference materials:

- N3582 = L2/09-025R2: Proposal for Encoding Emoji Symbols
- N3583 = L2/09-026R: Chart of proposed characters
- N3585 = L2/09-078: Sources File

And their responses were received by:

Takeshi Kishimoto
Product Manager
Google Japan

Note: Except for the sender of specific mail from each company and the Google recipient, Takeshi Kishimoto, all other email addresses have been obscured in this document using the template, aaaa@xxxx.co.jp, bbbb@yyyy.co.jp, etc. We have permission to use the name and email address of each company's representative.

Comment from SoftBank:

From:

Junko Asakura
Manager
Product & Service Dept.
Service & Content Dept.
Consumer Service Planning Dept.

Original Japanese:

From: <junko.asakura@mb.softbank.co.jp>
Date: 2009/2/16
Subject: RE: 絵文字についてのお願い
To: kishimoto@google.com
Cc: aaaa@mb.softbank.co.jp

グーグル 岸本様

お世話になっております
ソフトバンクモバイル 朝倉です

絵文字の Unicode 化への取り組みについて
以下コメントさせていただきます。

【絵文字 Unicode 化への取り組みについて】

日本の携帯電話のメールコミュニケーションでは絵文字は欠かせないものとなり、日本の携帯電話キャリア間においても、互換性の向上に努める対応を行っています。今回の取り組みに関しまして、現在進められている Unicode マッピングを、既次に提供中の既存サービスに適用するには技術的な課題はあるものの、今後絵文字の利用を携帯電話以外に広げるとともに、互換性を高めることに役立つものと考えられるため、取り組みについては賛同しており、協力していきたいと思っております。

尚、ソフトバンク携帯電話では独自規格の絵文字コードを利用していますが、携帯電話キャリア間、および下位端末との互換性を考慮し、独自規格で絵文字コードを追加する予定はございません。

以上、は Apple さんにも同一の内容で展開させていただきました。
特に、“尚”以降については、Apple さんより今後追加の予定がないことも確認したいというご依頼がありましたためコメントさせていただいております。

よろしくお願ひ申し上げます。

=====

English Translation of the above:

From: <junko.asakura@mb.softbank.co.jp>
Date: 2009/2/16
Subject: RE: A request about Emoji
To: kishimoto@google.com
Cc: aaaa@mb.softbank.co.jp

Dear Mr. Kishimoto, Google Inc.

Thank you for contacting me. This is Asakura at SoftBank Mobile.
We wish to comment as below on the encoding of Emoji in Unicode:

[Regarding the effort to encode Emoji in Unicode]

In email communications among mobile devices in Japan, Emoji has become indispensable. Japanese mobile carriers have been making efforts to increase inter-operability of Emoji among themselves as well.

Concerning the current efforts to encode Emoji in Unicode, it would present some technical challenge to incorporate the proposed mapping into existing services, but because this will help us spread its use beyond the mobile domain and since this mapping will help in increasing compatibility among different carriers, we agree with the effort to encode them and would like to cooperate with the efforts as needed.

SoftBank currently uses private Emoji code points among its mobile phone devices, but in consideration of interoperability among other carriers and terminal devices, we have no plan to add more Emoji characters using private code points.

We sent the same message to Apple.

We added the last paragraph in response to Apple's specific question about our plans to add more Emoji using our private code points.

Thank you very much again for contacting us.

Comment from KDDI/AU:

From:

Rieko Kimura
Business Development Group
Portal Business Dept.
Contents/Media Division
KDDI Corporation

Original Japanese:

From: **Rieko Kimura** <ri-kimura@kddi.com>
Date: 2009/3/3
Subject: Re: 絵文字についてのお願い
To: kishimoto@google.com
Cc: bbb@kddi.com, cccc@google.com, ddd@google.com, eeee@kddi.com

Google 岸本様

KDDI 木村です。
お世話になっております。

遅くなり申し訳ございません。

ご依頼の件、下記の通りコメントさせていただきますので、
ご確認をお願いいたします。

=====
今回の取り組みで、携帯電話同士だけではなくインターネットユーザー
同士の絵文字互換も進み、ユーザーにとっても豊かなコミュニケーション
が実現するため、KDDIとしてもこの取り組みに賛同いたします。
ご存知のとおり、日本では、2006年から順次、携帯電話会社同士の絵文
字互換を実現しております。携帯間のメールでは、老若男女問わず、多
くのお客様が絵文字を利用し、携帯間のメールの大半に絵文字が使われ
ている状況です。ユーザーは、文字だけでは伝わりにくい、自分の気持
ちや微妙なニュアンスを伝えるために絵文字活用しており、絵文字は携
帯ユーザーにとってなくてはならない”文字”となっています。
今後は、インターネットユーザーとの絵文字互換が可能となり、今まで
以上にユーザーの気持ちが伝わるコミュニケーションができるよう、当
社も協力させていただきます。
=====

以上、どうぞよろしくお願いいたします。

木村 理恵子 (Rieko Kimura)
KDDI株式会社 コンテンツ・メディア本部
ポータルビジネス部 ビジネス推進グループ

=====

English Translation of the above:

From: **Rieko Kimura** <ri-kimura@kddi.com>
Date: 2009/3/3
Subject: Re: A request about Emoji
To: kishimoto@google.com
Cc: bbb@kddi.com, ccc@google.com, ddd@google.com, eee@kddi.com

Dear Mr. Kishimoto, Google Inc.

This is Kimura of KDDI.
Thank you very much for contacting us.

I am sorry to be late in response. Concerning the matter that you requested, we wish to comment as below. Please confirm the receipt.

=====
KDDI supports your proposal for encoding Emoji symbols since this effort will help realize enriched communication for our users by improving interoperability not only among the mobile users but also among general Internet users.

As you might be aware, starting in 2006, we have put in place Emoji interoperability measures among different mobile companies. In mobile email, Emoji is now used by many users -- both the young and old -- in the majority of mobile messages.

People are actively using Emoji to express feelings and nuances that may not be easily expressed in the conventional language and Emoji has become indispensable ****characters**** for mobile phone users.

Going forward, KDDI would like to offer its support to the effort to make the exchange of Emoji between mobile and Internet users inter-operable so that communication is further enhanced among users.

=====
Thank you again for contacting us.

Rieko Kimura
Business Development Group
Portal Business Dept.
Contents/Media Division
KDDI Corporation

Comments from NTT docomo:

From:

Koji Takemura
Assistant Manager
Consumer Services Department
NTT docomo

1. The following English statement was sent to the Google mailing group, emoji4unicode, on January 14, 2009.

From: **Koji Takemura** <takem...@nttdocomo.co.jp>
Date: **Wed, 14 Jan 2009 18:29:44 +0900**
Local: **Wed, Jan 14 2009 2:29 am**
Subject: **DOCOMO's comment**

Dear emoji4unicode group members, NTT DOCOMO welcomes this initiative since it will dramatically improve the interoperability of emoji. The emoji culture has grown in the mobile phone community and has been very popular. Thanks to this initiative, NTT DOCOMO also welcomes the potential of emoji to be used widely by the Internet

community as well. Based on its experience, NTT DOCOMO would like to cooperate with this initiative in making the emoji culture even more popular.

We find that there are some DOCOMO emojis that are not mapped to the proposed symbols. We assume that the reason why they are not mapped to the proposed symbols is due to the proprietary nature of these symbols. We find the mapping between Unicode and existing emoji is useful to increase interoperability. We think this mapping doesn't influence the emoji mutual conversion service among Japanese operators.

You can find DOCOMO's conversion rule at the following page. Sorry for only Japanese page is available.

http://www.nttdocomo.co.jp/service/mail/imode_mail/function/emoji_con...

The mapping rule should be aligned with the existing services, however, due to the limited time for reviewing the details of whether or not these mappings are appropriate, please let us submit comments later if any, as soon as they become available from our end.

Best regards,

Koji Takemura
NTT DOCOMO, INC.

2. The following mail message to Google's Takeshi Kishimoto was sent upon reviewing the 3 the US proposal documents (authored by Google and Apple) submitted to SC2/WG2:

Original Japanese:

From: **Koji Takemura** <takemura@nttdocomo.co.jp>
日付: 2009/03/27 22:03
件名: Re: (imode_mail-ml 11264) Re: 絵文字についてのお願い
To: Takeshi Kishimoto <kishimoto@google.com>
Cc: ffff@nttdocomo.co.jp, Kazuhiro Yamada <gggg@nttdocomo.co.jp>, Seishi TSUKADA <hhhh@nttdocomo.co.jp>, Makoto Ueda <iiii@nttdocomo.co.jp>, Takuya Kosaka <jjjj@nttdocomo.co.jp>

グーグル 岸本様

お世話になっております。
NTTドコモの武村です。

提案内容について特に懸念点はございませんでした。

「09027r-emoji-backgrnd.pdf」については、提案には含まれないものの弊社意見を反映済みとのことで承知しました。また、権利物の取り扱いは COMPATIBILITY SYMBOL を定義することで回避とのことも承知しました。

以上、よろしくお願い致します。

=====
English Translation of the above:

From: **Koji Takemura** <takemura@nttdocomo.co.jp>
Date: 2009/03/27 22:03
Subject: Re: (imode_mail-ml 11264) Re: A request about Emoji
To: Takeshi Kishimoto <kishimoto@google.com>
Cc: ffff@nttdocomo.co.jp, Kazuhiro Yamada <gggg@nttdocomo.co.jp>, Seishi TSUKADA <hhhh@nttdocomo.co.jp>, Makoto Ueda <iiii@nttdocomo.co.jp>, Takuya Kosaka <jjjj@nttdocomo.co.jp>

Dear Mr. Kishimoto, Google Inc.

Thank you for contacting us.

This is Takemura of NTT docomo.

Concerning the proposal documents (you sent us), we have no issues with the content of the proposal.

In addition, we reviewed the document "09027r-emoji-backgrnd.pdf", which is not part of the proposal but it reflects docomo's views on this matter.

We also acknowledge that service logos and trademarked items are handled as COMPATIBILITY SYMBOLs to avoid issues.

Thank you once again.