

February 4, 2011

Oak Lawn Marketing launches Shop Japan Smartphone site on Docomo Market

Oak Lawn Marketing, Inc. (OLM) is pleased to announce that its home convenience brand, Shop Japan, has launched a free smartphone site on NTT's Docomo Market on February 4, 2011.

According to research by NTT Docomo, the smartphone market has been expanding monthly by 110%. The Docomo Market is a portal site that offers NTT Docomo smartphone users access to specially selected sites, apps, and services on Docomo's safe and secure platform. The Shop Japan smartphone site allows users to view and purchase Shop Japan's content from Docomo Market's shopping menu.

OLM continuously strives to achieve its company vision of "enriching lifestyles worldwide" by providing the best ideas, products, creativity and entertainment from around the world. In order to offer our customers enhanced services, OLM has created interactive mobile sites and been optimizing smartphone services. In the near future, OLM's health and beauty brand, Hill's Collection and fitness and wellness brand, exabody will be launching sites as well.

Service overview

Service name: Shop Japan

Cost: free

※Smartphone communication fees are charged separately.

Service content: SHOP JAPAN Smartphone site

Products may also be purchased on mobile phone sites.



Access:

Docomo Market (Smartphone) > contents menu > shopping/auction > Shop Japan

SHOP JAPAN URL: <http://sjm.jp/>



Shop Japan Smartphone site

※Please note that images are for reference only and may change.

For more information,
contact the PR Section at Oak Lawn Marketing, Inc. at +81-03-6746-0324.