

July 1, 2011

## Oak Lawn Marketing accepting monitors for energy saving service

Oak Lawn Marketing, Inc. (OLM) announced today that its home convenience brand, Shop Japan, will be testing a new product being offered by NTT Docomo's "Docomo Energy Saving Service". At this time Shop Japan is accepting applications from customers who would like to participate as monitors.

The service is created for customers that desire to cut down on household energy use. Monitors will be given a device called "Smart Tap", which is equipped with a built-in sensor that measures power usage, and communication module. By simply plugging in the Smart Tap into electric sockets, the amount of energy a household is consuming will be posted on Docomo's Energy Saving Service website. Additionally, the service provides users the ability to compare weekly and monthly usage reports, e-mail alerts on usage, and advice on ways to save energy.

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. OLM encourages customers interested in learning more about the merits of this unique and convenient service to contact Shop Japan and apply to be monitors. After the application process is finished, monitors will receive Smart Taps\* and access to the above mentioned website so they can periodically monitor the amount of energy their household is consuming.

\*Monitors will need to return all monitoring equipment after the monitoring period finishes



Docomo Smart Tap plug

※Please note that image is for reference only and may change.

**Service overview**

**Service name: Docomo Energy Saving Service**

URL : <http://smarttap.jp/>

**Monitoring equipment**

1 wireless transistor & 4 Smart Taps will be loaned out to each household.

User manuals: 3 manuals and 1 quick start guide booklet will be provided.

\*The wireless transistor and Smart Taps are able to receive signals up to 20m away



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**Monitor period**

Starts from July 1, 2011

\*Please apply using the number listed on the Smart Tap website.

URL : <http://smarttap.jp/>

**Service period**

August 1, 2011 to October 31, 2011

\*Monitoring equipment will be sent out to customers based on application dates.

As such, service periods may differ.

Docomo Energy Saving Service web page



**Monitors**

The first 1000 customers to apply

\*Once all monitor positions have been filled, applications will no longer be accepted.

Please apply soon to participate in this unique opportunity.

**Cost**

¥1,000 (about US\$10)

\*Customers will be reimbursed for the ¥1,000 fee upon returning the monitoring equipment and survey.



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For more information,  
contact the PR Section at Oak Lawn Marketing, Inc. at +81-3-6746-0324.