

A satellite view of Earth from space, showing the curvature of the planet and a dense network of city lights across a landmass, likely Japan. The lights are bright yellow and orange, contrasting sharply with the dark blue and black of the night sky and the ocean.

# **Starlink : Presenting Latest Applications for Disasters in Japan and Other Inventive Use Cases**

**Nori**  
**KDDI Corporation**  
(Takenori Nishibayashi)

# KDDI's Dynamic Partnership with SpaceX



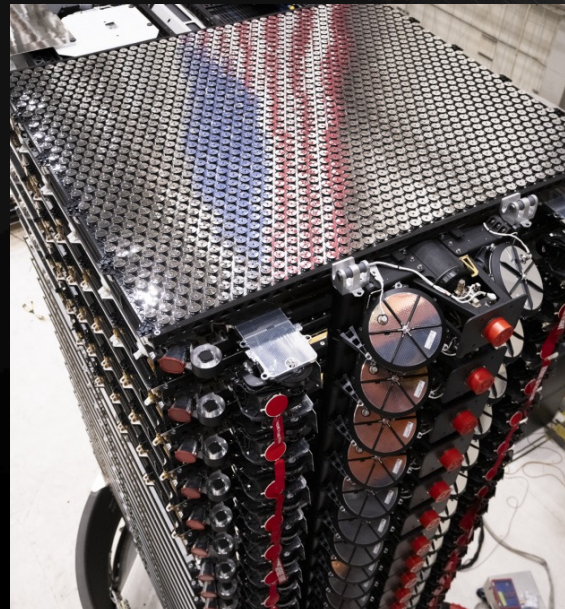
**Started utilizing Starlink as  
backhaul for cellular network**

**Dec.2022**



**Introducing Starlink Resell  
for Enterprise Customers**

**Dec.2022**

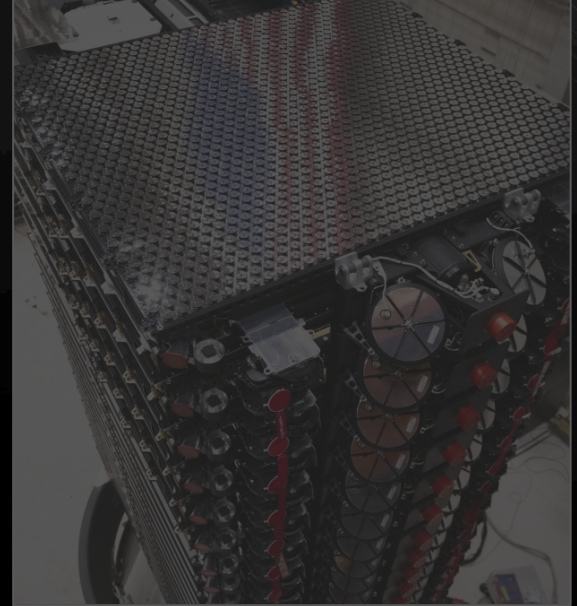


**Direct to Cell Partnership  
Global Announcement**

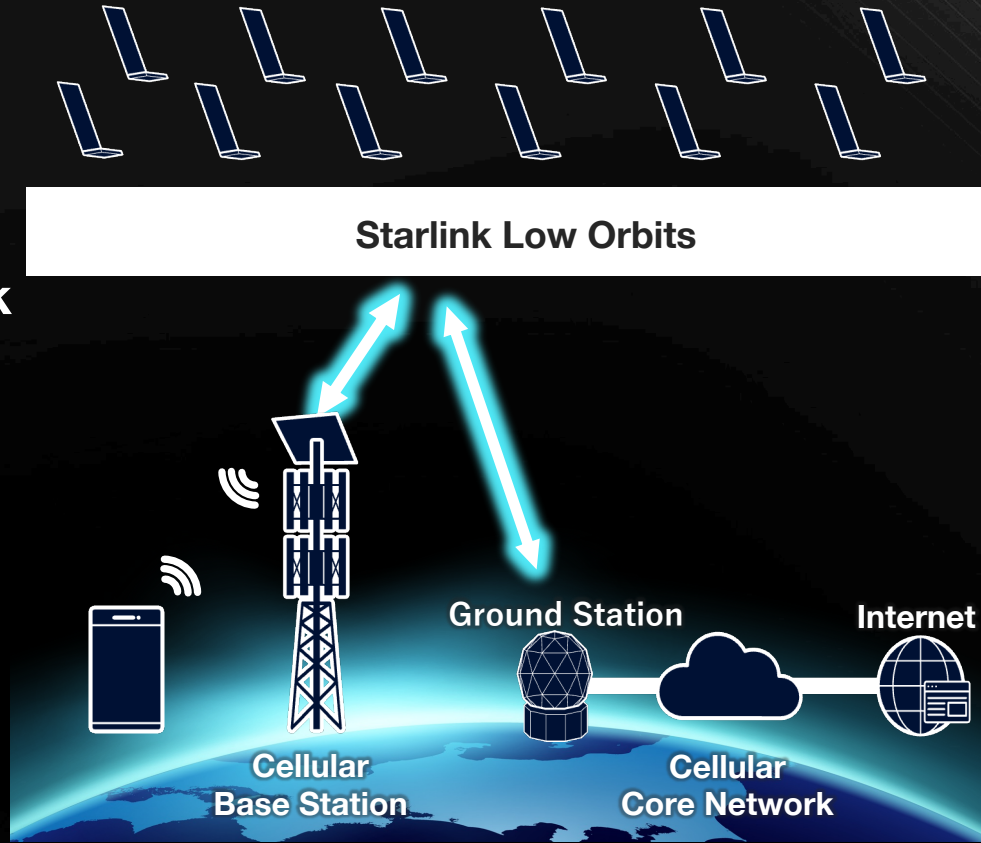
**Aug.2023**



# 1. Starlink with Mobile Network Base Station



**Commenced Utilizing STARLINK**  
**as a Backhaul for our Cellular Network**  
**Since December 2022**





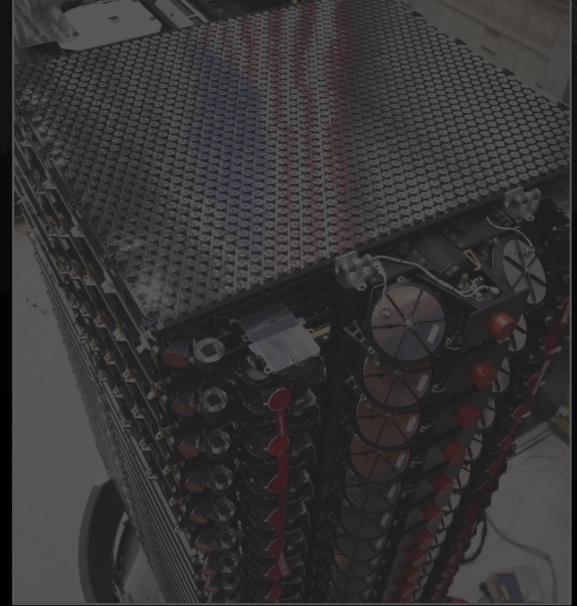
**STARLINK is currently undergoing installation  
of our cellular base stations**

**Ensuring a communication environment of  
high quality even in rural locations**

**Moreover, serving as a backhaul  
for our 5G base stations since August 2023**



## 2. Starlink for Disaster Recovery





**Noto Peninsula Earthquake occurred  
on January 1, 2024, at 4:10 pm.**



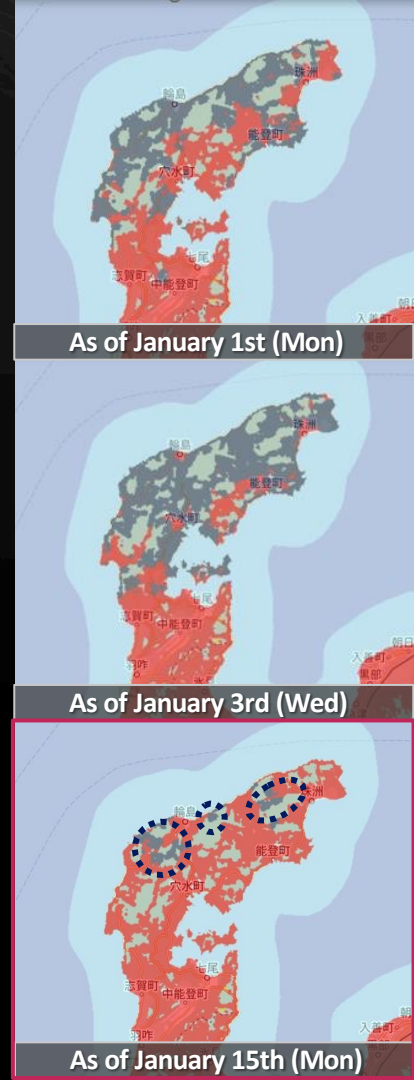


**The Seismic Magnitude measured 7.6  
on the Richter scale.**

**The Maximum Seismic Intensity  
reached 7.0 in Ishikawa Prefecture.**



**Recovery of Communication Network**  
Emergency restoration was successfully  
accomplished by January 15, excluding  
areas that remain challenging to access.



## KDDI's Backhaul Restoration / Case Study 1

# 159 Starlink Kits

The earthquake resulted in extensive fiber optic failures. During this period, Starlink's satellite communications proved to be a reliable substitute for backhaul infrastructure.





## KDDI's Backhaul Restoration / Case Study 2

# 43 Starlink Kits

KDDI deployed vehicle-mounted and base stations equipped with Starlink to the affected areas.

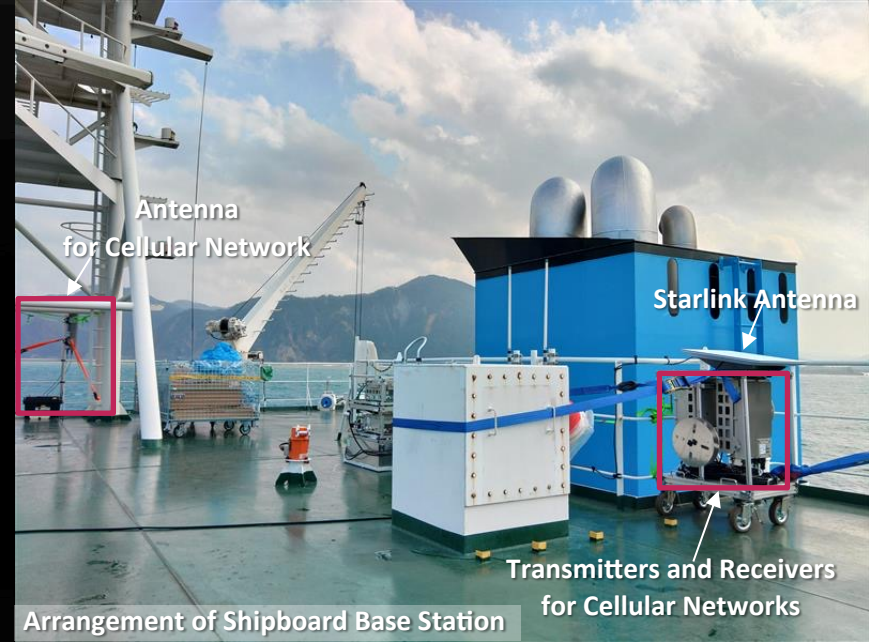


## KDDI's Backhaul Restoration / Case Study 3

# 1 Starlink Kit

**Maritime Base Station, A pioneering collaboration between KDDI and NTT**

**Docomo extends cellular network coverage from sea to coast.**





We extend **our Heartfelt Gratitude**  
to **SpaceX** for **350 kits** donation for the  
**Disaster Relief** , as requested by  
the Ministry of Internal Affairs and  
Communications in Japan.





The Post of “Free Starlink for Disaster Area”  
Garnered Significant Attention on X

Reaching nearly 2 million individuals  
and accumulating 110,000 Likes.

**KDDI** KDDI公式  @official\_kddi · 2024/01/07 ...

SpaceX and KDDI provide Starlink free of charge.  
Free Wi-Fi can be used by people other than au subscribers.

Today, January 7th, it was delivered to the Ishikawa Prefectural Office.  
We will continue to provide disaster relief assistance.



 119  6443  110,000  1,820,000 

# Responses to Starlink's disaster relief in X



*“Outstanding!  
Exactly what we require at this moment.”*



*“It's impressive **how both technology and support**  
**have advanced significantly!**”*



*“I've come to realize that communication is an  
indispensable lifeline, much like electricity and water.  
It appears that **the restoration of communications is**  
**directly linked to disaster recovery.**”*

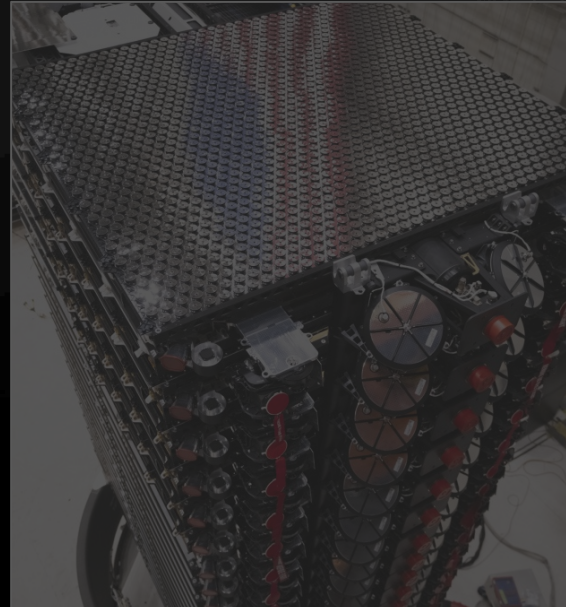


By equipping an isolated shelter with Starlink,  
an elderly individual managed to make a video call  
for the first time in weeks following the disaster,  
and **she was overwhelmed with joy and gratitude**  
as **she saw her grandchildren's faces.**





### 3. Starlink for Enterprise Customers



## Starlink in ROCK IN JAPAN FESTIVAL 2023:

Contributed to the largest merchandise sales ever for cashless payment  
Free Wi-Fi used by 80,000+ visitors



No. of users **83,496** \*1 \

Total connections **521,753** \*1 \

Max. simultaneous No. of connections **6,553** \*2 \

Effective throughput **50-158**Mbps \*3 \

\*1 Total number of 5 days of the event

\*2 Maximum during the event

\*3 Measurements taken onsite once every hour during the event period

# Construction site

## High-Rise Building

**There was a challenge of no cellular network at the construction site of a high-rise building. Therefore, Starlink was installed at the top of the building to create a Wi-Fi environment.**





# Establishing a cellular network within **Bullet Train Tunnel**

The challenge was that there was no cellular network running through the construction site of the Shinkansen tunnel and there was no way to communicate with each other. We are preparing by utilizing Starlink to blow the cellular network via satellite into the tunnel.



Starlink installation on cruise ships and ferries with a capacity of nearly 1,000 passengers is currently being planned. It is anticipated that the demand for Starlink at sea will continue to rise.



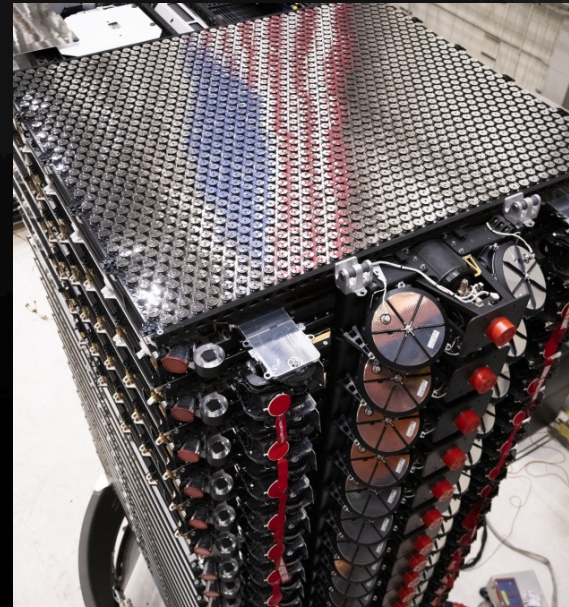
Cruise Ship Asuka II



Ferry Sunflower



## 4. Direct to Cell







**Area Coverage of our Mobile Network  
60%**



# Direct to Cell

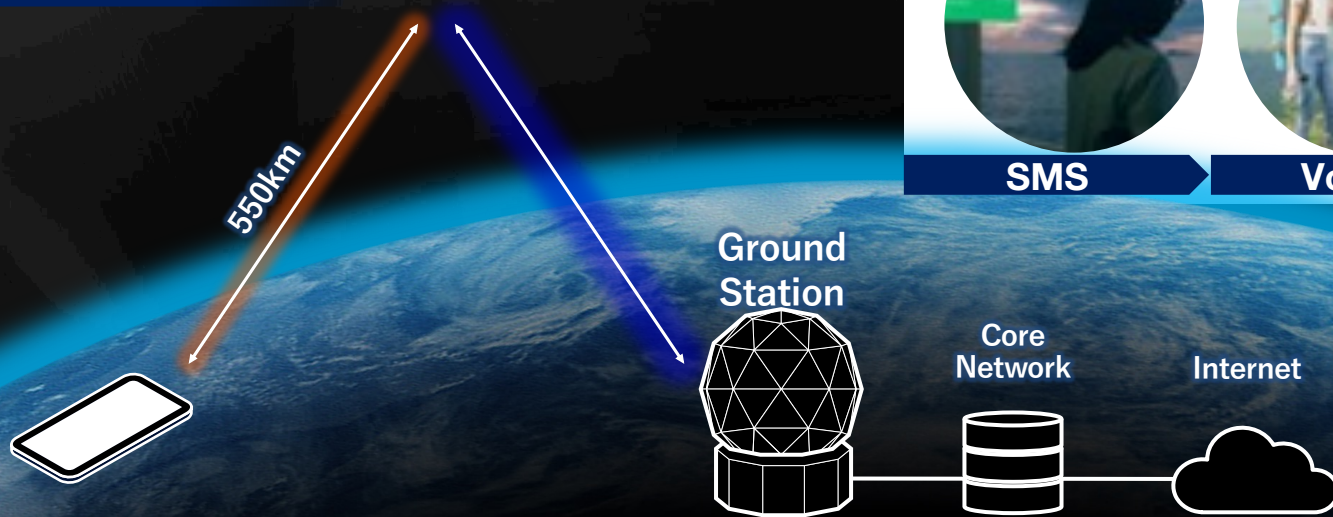
“Connecting the unconnected, wherever you see the sky.”

Set to start in 2024

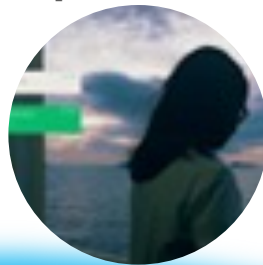


# Enabling Seamless Communication Directly between Satellites and Smartphones

Starlink Satellites



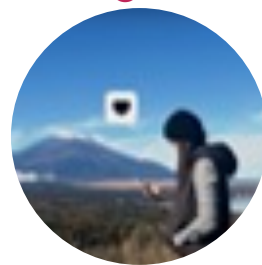
Sequential service releases **Starting in 2024**



SMS



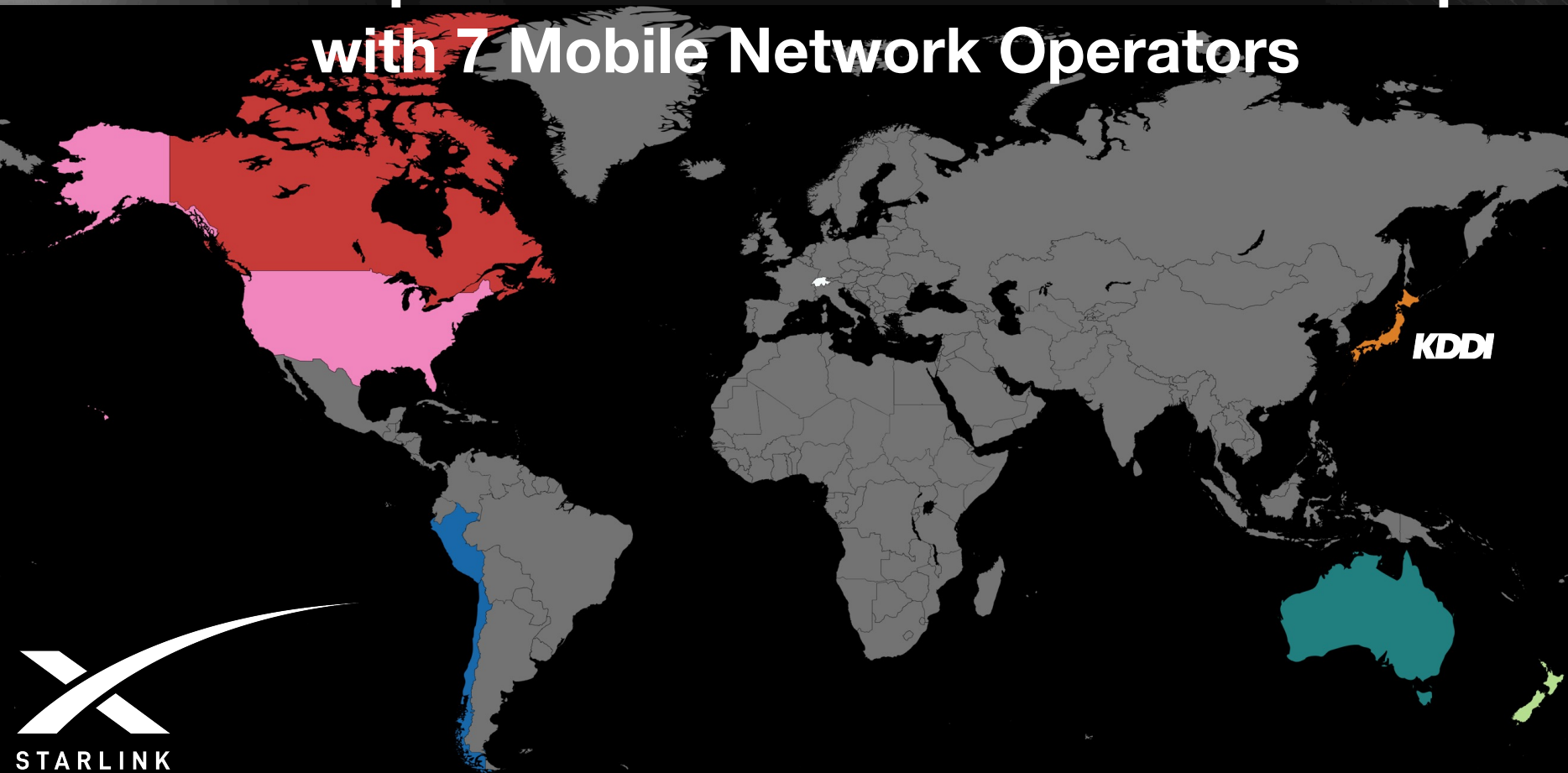
Voice



Data



# Global Expansion of Direct to Cell Partnerships with 7 Mobile Network Operators





**Time to Journey to Antarctica**  
**Live 8K Streaming**



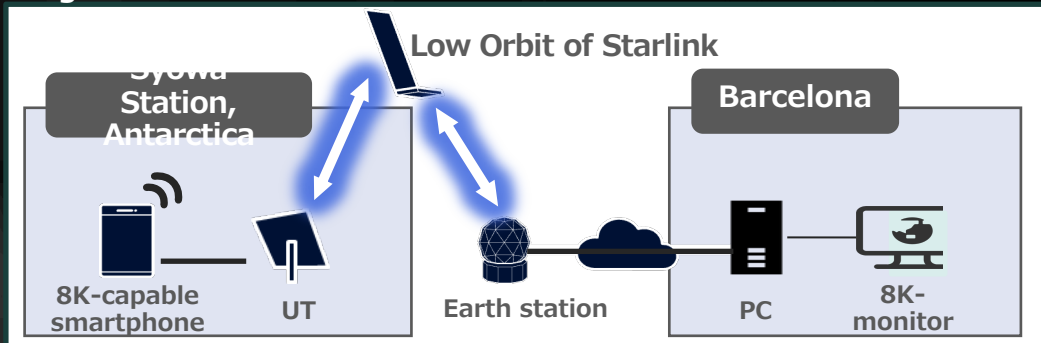
A photograph of a snowy landscape at night. In the foreground, there is a snow-covered ground. In the middle ground, there are several small, dark buildings with some lights on. The sky is dark and filled with stars, with a bright green aurora borealis visible in the background.

**Turn your attention to  
the screens at the back**



**KDDI/KDDI Research employs advanced technologies to achieve "8K real-time transmission" from Syowa Station, Antarctica, contributing to the advancement of Antarctic observation and Improving the living conditions of polar crews.**

Diagram



**KDDI will Lead Industry Transformation  
Across Diverse Sectors  
Through the Implementation of STARLINK.**

