

# Ray and Vienne's Final Project: Revealing the Truth about Cell Phones in Japan

## Project Concept

- Due to time constraints, we will not actually be able to complete the project that we initially set out to do; however, it is possible to outline the main concept here through power point
- The main concept of our project is the creation of a video that is similar to those shown in class, with facts from Japan that are exaggerated and some facts that remain truthful. These facts are often presented in a humorous fashion and this is also what we intend to do in our project
- Basically, the outline will consist of each slide containing a specific fact on Japanese mobile phones and will also have director's notes as to how this fact would have been presented in a video format, the viewer is left to decide whether or not the fact is true or an exaggeration, at the end, there will be a fact quiz/sheet to verify the information contained in the video

## Scene 1

- Mobile phones in Japan are offered in many colors so that Japanese people can change the color of their mobile phones for every day of the year
- Director's Notes: the main idea for this part of the video would be to first say that Japanese mobile phones are a large part of Japanese fashion and lifestyle, it is such a large part of the Japanese lifestyle that phones in Japan have multiple colors enough to cover every day of the year. Then it would cut into example shots. For example January 1<sup>st</sup> – red, January 2<sup>nd</sup> – Blue..... July 25<sup>th</sup> – crimson bluish red..... December 31<sup>st</sup>.....baby blue red turquoise purply rainbow.



## Scene 2

- Japanese mobile phones can be used to go shopping and pay for goods, services, and train boarding fees
- Director's Notes: This scene would include a Japanese person using his phone to pay for just about everything you could pay for, such as food at a restaurant, boarding the train, paying for a haircut, etc. A funny scene could be added to show the person paying for a pay phone call using his mobile phone.



## Scene 3

- The cheapest mobile phone in Japan
- It cost only 200 yen
- Director's notes: basically just a shot of one of Japan's cheaper phones. It seems very small for some reason.



## Scene 4

- Japanese mobile phones are so advanced that they can receive TV signals, radio, satellite, and messages from outer space
- Director's Notes: this shot will pretty much just show a phone receiving television, radio, and then eventually a message from outer space asking Earth to surrender all of its Japanese phones



## Scene 5

- Because Japanese people enjoy talking on their mobile phones under water, KDDI has finally invented a couple new mobile phone models that are waterproof
- Director's notes: this scene will show Japanese people talking on the phone while they are in the shower



This is a waterproof phone

## Scene 6

- Mobile phone web browsers are widely used in Japan. Information can be found by decoding little squares displayed on a variety of things
- Director's notes: this scene will show how to decode a square by using the phone and taking a picture of it. This will lead to a website with certain information on it



## Scene 7

- Japanese mobile phones are powered by little aliens. When Japanese people go out sometimes the aliens become tired from all the shopping. When this happens, Japanese people can let their mobile phone aliens sleep in these cocoons to recharge their energy
- It costs 100 yen to recharge for 20 minutes
- Director's Notes: this scene may require a little bit of CG work, most of which is beyond the scope of this project



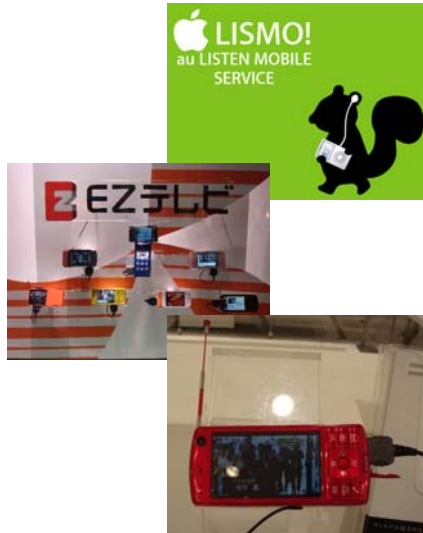
## Scene 8

- Mobile phones are such an important part of social life in Japanese society that if you do not have a cell phone, you will have no friends
- Director's Notes: This scene will essentially show Takuya (a Japanese man) being really sad since he has no friends due to the fact that he does not have a cell phone



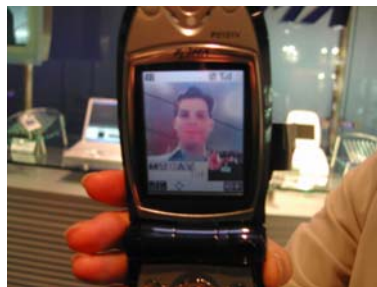
## Scene 9

- Japanese television, radio, mp3 player, and camera companies are going out of business because all of these functions are available on almost every mobile phone in Japan
- Director's Notes: This scene will show some of the Japan's largest electronic distributors going out of business



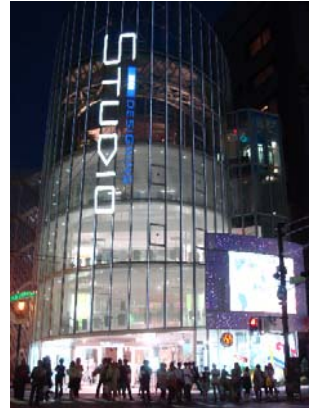
## Scene 10

- Video conferencing is also available on many mobile phones in Japan
- Director's Notes: This scene will essentially just show a family video conferencing on mobile phones



## Scene 11

- Mobile phones are so important to Japanese culture that there is a five story building devoted to the promotion of mobile phones
- Director's Notes: The building will be video taped and each floor would be briefly shown. (The mere vastness of this building devoted to just the promotion mobile phones is a thing that is unbelievable without further exaggeration)



## Scene 11 - continued

- In this building interactive studios, working examples of the newest mobile phone models, phone chains, and fake mobile phones are available
- Director's Notes: the scene continues with footage from the actual inside of the building



## Scene 12

- Phones are so advanced that they can be customized to each individual's tastes, for example, this phone was made with water inside the screen so that people who love the sea can bring it with them wherever they go



- Director's Notes: This scene will show the motion sensor phone that where the water level on the LCD screen will tip as you tilt the phone to each side



## Scene 13

- In Japan people are not allowed to talk on their mobile phones on the train or when driving, so you will often see people using the the email function on their phones when on the train or driving
- Director's Notes: this scene will pretty much be various shots of many different people, all operating either a game or text messaging while boarding the train or driving
- Due to some photography constraints, we are unable to take videos or photos for this scene



## Scene 14

- The proper way to operate a Japanese mobile phone (joke)
- Directors Notes: a set of instructions would be given out on the voice over with a model example. Instructions will be as follows:
  1. Remove backside case by applying 36 kPa of pressure on battery cover
  2. Flip the phone and lay flat at 180 degrees and insert the battery with the connectors facing the phone at 45 degrees
  3. Replace the battery cover using the same amount of pressure previously mentioned
  4. Using the index finger and thumb for both hands, hold onto both halves of the phone according to the diagram and pull apart as you would a pair of chopsticks, this will create an upside down "V" shape as you pull open the phone
  5. Press on the power button and hold for 3 seconds
  6. Dial and then speak on the phone with the LCD screen facing your ear

## Scene 15

- Everyone studies very hard to get into university in Japan so that they can get 50% off mobile phone plans
- Director's Notes: this scene will show Japanese students studying really hard and then holding up their mobile phones very happily at the end of the scene



Takuya studying extremely hard!



## Scene 16

- The phone plan you get depends on your shirt size. For example, as you can see on the picture, if your shirt size is medium, you will get the M plan
- Director's Notes: This scene will show an example of phone plans available and Japanese people looking at their shirt tags in order to find out the plan best suited to them
- What is the end column for? Even Japanese people do not know



## Scene 17

- The green boxes are phones for foreigners because Japanese mobile phones are too advanced for foreigners to understand
- Director's Notes: a scene of a foreigner operating a green box phone while beside a Japanese person text messaging on his mobile phone



For the use of Gai Jin!

## Scene 18

- Actually the phones are so advanced in Japan that the calling function on mobile phones is rarely used. This function is so ancient that it is the most expensive function to use on a mobile phone
- Director's Notes : this scene will show many, many Japanese people text messaging, without once using their phone to talk on



## Scene 19

- Fashion is such a large part of Japanese life that sometimes the decorations on mobile phones are much larger than the phone itself
- Director's Notes: this scene will show a Japanese mobile phone attached to a refrigerator





## Scene 20

- And what does the ring tone sound like on these amazing Japanese mobile phones?
- Director's Notes: a selection of ring tones from phones of real Japanese people (they all end up having the same, most basic ring tone)



## Conclusion

- A fact summary sheet is attached on a separate word document to verify which facts are true and which facts are exaggerations of Japanese mobile culture
- We have learned a lot on this trip about technology and mobile phones, and also about how this technology ends up greatly affecting the Japanese culture and society
- It was a fun project, and we hope it is as eye-opening for you as it was for us!

## Video Fact Summary Sheet

Scene 1: It is not true that there are so many colors for each phone that you are able to change your phone color for every year; however, there is a phone called the Pantone that has over 20 different colors for the same phone.

Scene 2: Some of the newer phones have Suica embedded into the system so that you are able to pay for some products and services as well as board the train in Japan.

Scene 3: The cheapest phone in Japan was 200 yen, but this was actually only a toy vending machine phone. The real cheapest mobile phone in Japan is free if you sign up for a contracted plan.

Scene 4: The newer phones can receive Japan television and radio. Outer space signals are an exaggeration.

Scene 5: This scene shows an actual fact. Although Japanese people may not actually use their phones in the shower, this waterproof feature is quite useful during the rainy season.

Scene 6: The digital squares found on almost anything can be used to reach a website via a mobile phone by taking a picture of it.

Scene 7: Convenient charging stations for mobile phones are offered in a lot of convenience stores as well as electronic stores. Charging for 20 minutes costs 100 yen.

Scene 8: This is just not true. Japanese people without a mobile phone are still likely to have friends. (And Takuya has a cell phone, so that part was also not true.)

Scene 9: Japanese mobile phones do offer a lot of features nowadays. However, most of the companies that make cameras, televisions and such are also makers of mobile phones; therefore this is not true.

Scene 10: Video conferencing is actually available now on Japanese mobile phones.

Scene 11: This five story building is real and exists in Harajuku.

Scene 12: This phone exists and is the FOMA N702iS. It has a motion sensor that can be used to play games, shut off the alarm clock, and can be used for many other features.

Scene 13: It is true that you are not allowed to talk on the phone on the train in Japan therefore most people play phone games or text message while on the train.

Scene 14: These instructions are just for fun and are not real, but is placed in the video for an added humorous effect.

Scene 15: It is true that university students get 50% off some of the phone plans offered by major mobile phone carriers.

Scene 16: Plans based on shirt sizes are just a joke, however, some of the names of the plans seem to be labeled in such a way.

Scene 17: Pay phones are becoming obsolete since most Japanese people have mobile phones, therefore payphones are mostly used by foreigners.

Scene 18: This is a joke, however it is actually quite expensive to talk on Japanese mobile phones.

Scene 19: Phone chains are quite popular in Japan, however the refrigerator is an exaggeration.

Scene 20: Although mobile phones are so advanced in Japan, we have noticed that everyone uses the same basic “ring ring” ring tone. We later found out that this is true due to the fact that it is the most effective tone so that you can hear the ringing since Japan is overcrowded and oftentimes people are in noisy places.