

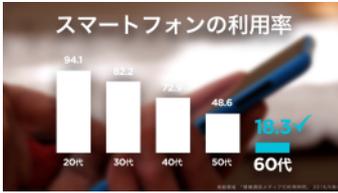
(Story of the video)



An old-fashioned black telephone rings.



Mitsuko: "My son and his family came back home."



Narration: The problem for many smartphone users is that grandparents can't fully use smartphones, and can't see how their children are growing through the devices.



Narration: "SNS newspaper." Messages and images posted on SNS can be redesigned into a newspaper. The SNS newspaper is put into the mail box fitted with a printer.



This grandma, Mitsuko Kiyomura, lives on Okinawa Prefecture's Tarama Island, one of the areas in Japan where the prevalence rate of smartphones is low.



Narration: The SNS newspaper reports the daily lives of her loved ones.



Her son, Hitoshi Kiyomura, has left the island and now lives in Osaka with his family. It takes nine hours to travel to the island from Osaka.



Narration: "Remote Height Pole" is a body height-marking system that logs the heights of her grandchildren living far away on a column of the grandma's house.



The son's family: "I called my mother today but she didn't answer. It's a pity that we can't show her my children in athletic meets and so on."



Narration: The grandma has difficulty sharing video images of her grandchildren. To help her overcome the difficulty, "Cloud VHS" has been developed. It is a video system that allows her to share video images saved on smartphones by replaying them on a home video console.



The son's family: "I think she wants to see her grandchildren as they're growing rapidly while she is away from them."



Mitsuko: "Here they show up."



Narration: If she can't use a smartphone, we can remodel the tools she is used to using into smart devices.



Narration: The grandma wants to feel closer to her grandchildren. The black dial telephone has been remodeled into a "Smart Black Telephone" that allows her to have video chats with her grandchildren.



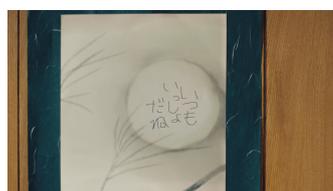
Narration: SoftBank joins hands with Hitoshi in updating the tools that the woman is used to using.



Mitsuko: I'm happy to have grandchildren.



Narration: The prototypes of smart tools that allow her to regularly see how their grandchildren are growing have been produced.



("We're always together, aren't we?")