

Using iBeacon technology to bring out creativity in local cultural industries

~ Integrated hardware/software campaign adds new charm to Chinese New Year activities in Dadaocheng ~


Aplix International Inc. (“Aplix”) announced today that its beacon product is used in the mobile campaign (<http://www.campobag.com/news/detail/id/433>) in Dadaocheng, Taiwan, to celebrate the coming Chinese New Year. The campaign hosted by KKlabs Inc. (“KKlabs”, <http://www.kklabs.tw/>) and C+ Culture Co., Ltd (“CAMPOBAG”, <http://www.campobag.com/en/www/>) is aimed to bring out the creativity in local cultural industries, with the support from prestigious local stores such as Lee’s Cake, Tian-Shan Groceries, Lin Fong-Yi Trading House, and etc.

Before becoming the main port to Japan and south-east Asia during the Japanese colonial period in Taiwan, Dadaocheng had been the cultural and economic center of Taiwan since 1851. Although it is not prosperous as before, Dadaocheng still plays an important role nowadays in Taipei as the busy shopping area with historical attractions. Hence, the Chinese New Year campaign which will be held is not merely a frenzy of high-end technology show, but a cultural event that creatively adds new charm to an old town with careful design of context and hardware-software integration.

Aplix’s “MyBeacon® Pro MB004 Ac” is used together with an App designed by KKlabs for Dadaocheng’s New Year Shopping Street from February 4th to 17th, 2015. The game play of the App can be triggered at 5 Urban Regeneration Stations (“URS”) via Aplix’s beacons installed in the respective area. Once the participants finish the challenge of the game on their smartphones, they can go to the final check point of the game in the “URS155” building maintained by CAMPOBAG to claim their reward. Additionally, visitors of the “URS155” building can play the bonus game to draw a digital “lot” for the New Year on their smartphones. The lot also gives clues for visitors to find the lucky shop of 2015 in Dadaocheng. Meanwhile at “URS155”, visitors can see the broadcasting of all results and the on-going lot games on the screen monitors, experiencing the fun of multi-screen interactivity.

Aplix’s “MyBeacon® Series” adopted by the Chinese New Year’s mobile campaign in Dadaocheng is under Aplix’s beacon product line and compatible with Apple Inc.’s iBeacon licensed technology. All Aplix’s MyBeacon® models are designed in Japan and certified in compliance with the applicable radio laws for major markets across the world, including USA, Europe, Japan and Taiwan. Further, Aplix’s “MyBeacon® Series” is provided with very competitive prices to ensure minimized deployment costs for the customers so as to promote the application of the beacon products.

From the feature standpoint, Aplix’s “MyBeacon® Series” serves the customers with the most comprehensive hardware line-up in the industry, providing various solutions for power supply and housing design so as to fully support the installation requirements and use cases in different markets. Aplix’s “MyBeacon® Series” is also equipped with the strong security feature required for commercial deployments to prevent spoofing and unauthorized access, which helps ensure the continuity and availability of the services using the iBeacon licensed technology. Additional advanced features, such as



beacon authentication and fleet management, are also available optionally to enable beacons in more serious business/enterprise applications.

[About Aplix International Inc.]

Founded in 2000, Aplix International Inc., was merged with Aplix IP Holdings Corporation, a company listed on the Tokyo Stock Exchange, in 2004 and has become its wholly-owned subsidiary since then. Aplix International Inc. is responsible for the sales of “MyBeacon® Series” products in the Asia-Pacific area among the group of Aplix IP Holdings Corporation.

* The names of the organization/company and the products mentioned above are the trade name and the brand name of their respective owners and shall be subject to the protection under the trademark law and/or any other applicable laws.

利用 iBeacon 技術創新傳統文化事業 ~ 整合軟硬體應用為大稻埕新年活動增添創意 ~

為了共襄盛舉，歡慶即將來臨之農曆新年，曜碩科技股份有限公司（「曜碩科技」）今日宣佈贊助其 beacon 產品支援大稻埕「2015 新年好運到」春節活動（<http://www.campobag.com/news/detail/id/433>）。此年節活動係由凱風卡瑪股份有限公司（「KKlabs」，<http://www.kklabs.tw/>）與希嘉文化有限公司（「CAMPOBAG」，「<http://www.campobag.com/>」）主辦，希冀藉由此活動與老字號名店如李亨香餅舖、天山行、林豐益商行等合作，將創意帶入大稻埕當地傳統事業。

自西元（下同）1851 年起，大稻埕持續扮演台灣經濟文化發展重鎮，日治時期更是臺灣對日本、東南亞的主要進出口貿易商港。雖然大稻埕現今已不如以往繁華興盛，但當地蘊含的歷史人文特質迄今仍吸引著眾多遊客前往體驗過往風華。此次活動將藉由 beacon 與遊客智慧型手機進行互動，不僅希望讓遊客體驗大稻埕的創新，更希望經由合作廠商的軟硬體產品整合優勢與活動創意，使遊客能感知文化的新生命，重新發掘大稻埕此一古老街廓的風采。

2015 年 2 月 4 日開始至 2015 年 2 月 17 日止，遊客可於大稻埕年貨大街體驗由曜碩科技「MyBeacon® Pro MB004 Ac」與 KKlabs 所開發應用程式互動呈現的 iBeacon 行動裝置趣味闖關，遊客可於大稻埕五個安裝有曜碩科技 beacon 產品的都市再生前進基地（Urban Regeneration Station，「URS」）觸發 iBeacon 訊息，進行手機任務闖關。一旦參加者完成遊戲所要求進行的任務，即可至由 CAMPOBAG 運營的 URS155 活動終點兌換活動獎品，且參加者還可於其手機上進行數位搖籤，取得新年運勢數位詩籤。藉由詩籤，參加者可以在現場大地圖上尋覓 2015 年幸運店家，深入探索大稻埕傳統老店。URS155 活動現場並備有大螢幕同步轉播所有參加者的搖籤實況，讓參加者體驗多螢幕同步互動的樂趣。

本次使用於大稻埕「2015 新年好運到」春節活動的曜碩科技「MyBeacon® Pro MB004 Ac」產品，係曜碩科技所屬 Aplix 集團旗下 beacon 系列產品之一。Aplix MyBeacon®系列產品於日本設計開發，不僅支援 Apple Inc.之 iBeacon 授權技術，並已通過且取得世界各主要市場（包括美國、歐洲、日本及台灣）的無線電波法規相關認證。另曜碩科技將以具競爭力的價格提供客戶 MyBeacon®產品，以利客戶節省成本，加速 beacon 產品之應用。

Aplix MyBeacon®系列產品擁有業界最完整的硬體產品線，提供不同供電方式、續航力以及外殼設計的各種解決方案，確保支援並滿足不同的市場需求以及多方的實務應用。Aplix MyBeacon®系列針對商業應用所設計開發的安全性功能，得以防止非授權使用者的惡意操作，有助於確保 iBeacon 服務的連續性和有效性。其他的進階功能如認證服務或是艦隊管理等亦可依照客戶的需求選擇，以提供更嚴謹的商業/企業應用。

[關於曜碩科技股份有限公司]

曜碩科技股份有限公司成立於 2000 年，於 2004 年經由合併，成為日本上市公司 Aplix IP Holdings Corporation（「Aplix」）的全資子公司。曜碩科技股份有限公司現為 Aplix 集團在亞太地區銷售 Aplix MyBeacon®系列產品的主力。

* 以上所提及之組織/公司與產品名稱係其各自所有權人所有之商業名稱及品牌名稱，並應受商標法及/或其他相關法規的保護。