

## Integrating bank service app with iBeacon technology

~ Heading towards bank of the future with proximity message broadcasting ~

TAIPEI, Taiwan, February 12, 2015 - Aplix International Inc. ("Aplix") announced that its beacon product has been adopted by KKlabs Inc., ("KKlabs", <http://www.kklabs.tw/>), the provider of the SPOT beacon solution (<http://www.spot.ms/>), in their collaborated project with Taishin International Bank ("Taishin", <https://www.taishinbank.com.tw/TSE/TSE02/>), in an effort to integrate bank app service with the iBeacon technology.

From January 23<sup>rd</sup> to February 28<sup>th</sup>, 2015, visitors with iPhone could be notified with special offers and campaign information via Aplix's "MyBeacon® Pro MB004 Ac" as they run Taishin's App in certain Taishin bank branches and FamilyMart stores (<http://www.family.com.tw/>) in the Greater Taipei region. During the campaign period, the visitors with iPhone running Taishin's App can receive a FamilyMart coffee coupon as long as they fill in the online questionnaire sent by Aplix's beacon product.

Aplix's "MyBeacon® Series" adopted by KKlabs in this campaign 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.



## 整合行動銀行 App 與 iBeacon 技術 ~精準定位訊息推播帶領銀行邁向新行動時代~

台灣台北（西元 2015 年 2 月 12 日）- 曜碩科技股份有限公司（「曜碩科技」）今日宣佈凱風卡瑪股份有限公司（「KKlabs」，<http://www.kklabs.tw/>）與台銀國際商業銀行（「台新銀行」，<https://www.taishinbank.com.tw/TS/TS02/>）之合作案將採用其 beacon 產品。KKlabs 為 beacon 解決方案「SPOT」之提供廠商，此次與台新銀行之合作將整合台新銀行行動銀行 App 與 iBeacon 技術，以協助台新銀行邁向新行動時代。

自西元（下同）2015 年 1 月 23 日起至 2015 年 2 月 28 日止，台新銀行行動銀行 App 之使用者（目前限 iPhone 使用者）可於台新銀行大台北地區指定分行與全家便利商店(<http://www.family.com.tw/>) 啟用該 App 以接收來自曜碩科技「MyBeacon® Pro MB004 Ac」之優惠訊息與活動消息。於活動期間內，台新銀行行動銀行 App 之使用者只要於前揭指定處所填寫完成曜碩科技 beacon 產品所傳送的線上問卷，即可獲得全家便利商店「Let's Cafe」咖啡兌換卷。

本次使用於 KKlabs 與台新銀行合作案之曜碩科技「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。

