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Aplix IP Holdings Corporation

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Aplix Beacon Used in Demonstration Testing of Navigation System for the Mii-dera Temple, Which Houses National Treasures and Important Cultural Properties Expanding the Tourism Market with the Use of Beacon at Shrines, Temples and Sightseeing Spots

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter "Aplix") announced that Aplix Beacon modules, which have attracted attention as a new solution for location-based services, will be used in demonstration testing of a navigation system at the Mii-dera Temple (Onjo-ji Temple, head temple of the Tendaijimon Buddhist Sect), which houses many national treasures and important cultural properties.

The GPS and Wi-Fi-based navigation systems used to date have faced various issues such as the unavailability of guidance in cramped indoor and outdoor areas, but with the use of Aplix Beacon modules, navigation around national treasures and important cultural properties in shrines and temples can be easily achieved whether indoors or outdoors, allowing pinpoint guidance to be provided.

With Mt. Fuji being designated a World Cultural Heritage site, the selection as Tokyo as host of the Summer Olympic Games and the inclusion of Japanese cuisine in the UNESCO list of intangible cultural heritage, Japan is attracting increased worldwide interest, with even more tourists from countries around the world expected to visit Japan in the future. However, a recent polling of foreign visitors to Japan highlighted the shortage of foreign language services, making multilingual support a pressing issues for the future. Aplix has already offered various consultations to many local governments, tourism facilities and tourism-related industries about sightseeing information integrating Beacon with smartphones, and this latest demonstration testing is leading the way in this area.

With Beacon modules having been employed in demonstration testing of a navigation system for the Mii-dera Temple, in the future there are plans to advance the use of Aplix Beacon modules at places such as the shrines, temples and tourist spots around Kyoto. This technology is expected to facilitate the smooth and easy navigation of facilities and articles on display at shrines, temples and tourist sports, which should improve the convenience and comfort for tourists as well as expand and invigorate the tourism market.

By providing low-cost Beacon hardware that can be used easily, safely and securely at a low cost and offering infrastructure services such as security, Aplix is committed to expanding markets and strengthening its operating base.

■ About the Aplix IP Holdings Group

The Aplix IP Holdings Group operates its business in pursuit of its mission to enable people all over the world to enjoy more fulfilling lives through software technologies. Its technology business offers two different kinds of beacons developed by Aplix – location beacons and notification beacons. Provided as a location beacon, the MyBeacon® Series constantly transmits radio signals and is increasingly used in many different business sectors, including food and drink services, apparel and fashion, distribution, real estate, leisure and entertainment, logistics and transport and tourism, as well as in public works and by local governments as a positional information solution. As a notification beacon, the *Oshirase Beacon*, which is embedded in equipment, sends out radio signals only when it detects a predetermined status. It can be combined with all kinds of appliances, especially light electrical products, such as water purifiers, humidifiers, electric fans and coffeemakers. In the publishing and video business, the Group has created numerous well-received titles. One example is the *Broken Blade* series, which has sold a cumulative total of more than 3 million copies in book form. Offering books and picture books for children in this business segment, HOLP SHUPPAN Publishing has released popular books including *Don't Spill the Milk!*

Aplix IP Holdings website (Investor Relations): <http://www.aplix-ip.com/>

Aplix website (Technology Business): <http://www.aplix.co.jp/>

■ Contact:

Aplix Corporation M2M Product Group

E-mail : m2m-group@aplix.co.jp TEL : 050-3786-1702

■ Inquiries:

Aplix IP Holdings Public Relations: E-mail : ir-info@aplix.co.jp

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