

TRANSLATION FOR REFERENCE ONLY

August 21, 2014

Aplix IP Holdings Corporation

(Code: 3727 TSE Mothers)

Beacon which can display synchronized information to the digital signage on a smartphone is now available

You can get a feel of it at a large commercial facility by the Shinjuku Station

Aplix IP Holdings Corporation (“AIP”) announced that Aplix’s “MyBeacon™ Series”, which has been receiving attention as the new solution for a wide range of services such as O2O, location information, and etc., now has a new addition, “MyBeacon™ Digital Signage (MB001 D)”, which is now available for sale. By connecting to a digital signage device, “MyBeacon™ Digital Signage (MB001 D)” can deliver beacon data synchronized to the digital signage, to the smartphones of passers-by.

Recently, digital signage devices have been placed in various locations such as on the streets or within vehicles or station buildings, and have been used as tools for commercial advertisements and promotions. However, for such digital signage, you either need to see it on site to get the displayed information, or need to take the initiative to search in order to receive the related information.

With the new “MyBeacon™ Digital Signage” offered by Aplix, by synchronizing the data to be sent by the beacon to the contents displayed on the digital signage located on the building walls on the streets, or within the station buildings or vehicles, relevant/detailed information can be sent to the smartphones of passers-by, visitors to the stores and passengers promptly, so it can be used as a technology to support effective advertising/promotional activities. Furthermore, public information such as the information board at airports or train stations, or inside hotels and public facilities, can be delivered to the smartphone users, so such smartphone users do not need to check the information on site with their own eyes.

Also, the “MyBeacon™ Digital Signage” not only allows the playing of contents according to the program list, but it can also send out updated beacon data according to the timing of program changes, so it can synchronize to the performances at concerts or shows, and it also allows the synchronized PowerPoint contents at events or conferences to be delivered to the smartphones promptly.

At the “Shinjuku Creators Festa 2014”, an art event participated by world renowned artists organized by the Shinjuku Ward starting from August 22, 2014, “MyBeacon™ Digital Signage” will be located in a large commercial building by the Shinjuku Station, which is one of the screening venue of digital contents. By allowing the general public to actually get a feel of the new product we are offering now, we hope to promote the diffusion of this product.

With Aplix’s high level of software development capability and innovativeness, we endeavor to meet our customers’ needs in our technology business where we could demonstrate our advantage. By providing excellent technology timely, and also by offering beacon hardware at low price, which can be easily and reliably used by anyone, as well as infrastructural service such as security, we devote ourselves more than before to expanding our business foundation as well as increasing revenues.

■ 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, HOLF SHUPPAN Publishing has released popular books including *Don't Spill the Milk!*

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