

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation

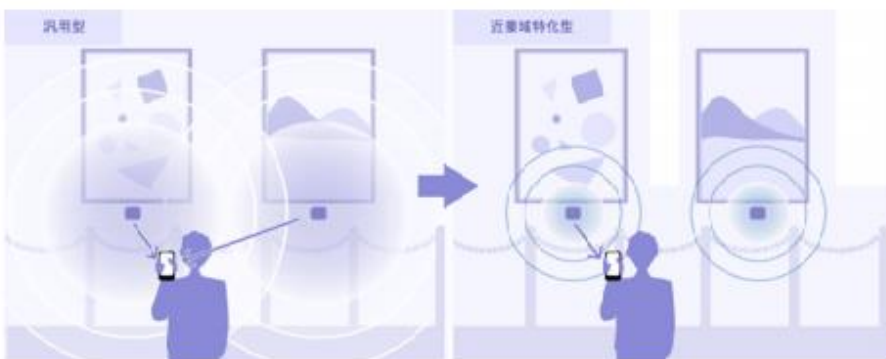
(Code: 3727 TSE Mothers)

Aplix's short range beacon "MyBeacon® Pro MB004 At" is now available **Especially designed for short distance that receives data only from beacons in close proximity even when there are beacons adjacent to each another**

Aplix IP Holdings Corporation ("AIP") announced today that "MyBeacon™ Pro MB004 At" is now available in the market, which comes from Aplix's "MyBeacon™ Pro Series" products that have been receiving attention as a new solution for a wide range of services such as O2O and location information and the like. "MyBeacon™ Pro MB004 At" allows you to receive only the information in a closer range even when there are multiple beacons being located in adjacent to each other such as goods shelves or exhibition booths.

Amongst practical use cases of Aplix's beacons in various industries, we have developed "MyBeacon™ Pro MB004 At", a short range beacon which activates the application only when the smartphone enters a specified short range, to satisfy our customer's request. Up until now, it would take considerable efforts to make the device react when there are multiple beacons in close proximity when implementing the application. However, with our new short range beacon, we can limit the shortest radio receivable distance to under 15cm, as well as keep the longest distance within 2m, so the implementation and tuning of the application has been made easier. Also, the interference can be minimized even if there are multiple beacons within a confined space, so it is now easier for our customers to provide services which require high precision.

Now with Aplix's new short range beacon, information can be transmitted and changed smoothly when you walk around in an exhibition hall or gallery where display items are placed closed to each other. Other than that, such beacon product can also be set up on a person's desk, and it can detect if the person is at desk or not, and can provide services within the specified personal space. Since the radio receivable distance can be configured to about 15cm, Aplix's short range beacon can be applied and made to react when there is a smartphone in a close range. We will continue to increase our product lineup so that you can choose the beacon most suitable to the need of your application.



MyBeacon™ Pro MB004 At

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 markets and business foundation.

■ 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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