

TRANSLATION FOR REFERENCE ONLY

September 11, 2014
Aplix IP Holdings Corporation
(Code: 3727 TSE Mothers)

Aplix's beacon implemented by the library for searching book collections and bookshelf navigation

First time ever in Japan that beacons are used in the library to enhance reference service

Aplix IP Holdings Corporation ("AIP") announced today that by collaborating with Calil Corporation ("Calil"), which operates the largest library search site in Japan, in their service offered to the library, its beacon product, which has been receiving attention as a new solution for a wide range of services such as O2O and location information and the like, has been adopted by the Nagoya University's Central Library and Central Library of Grad. Sch. Engineering in an experiment of a system which searches collections, helps with bookshelf navigation, and upon your leaving the library, notifies you of the applicable information such as when the book should be returned.

Aplix's "MyBeacon® Pro MB004" beacons are placed throughout the library and by linking with "Calil Library Map", an app offered by Calil, "a service which allows collection search, and even navigates you to the shelf where the book is located" has been made possible in Japan. Not only that, such service can push information on new events to the user's smartphone when he/she enters the library, as well as push information on when to return the borrowed books upon his/her leaving the library. By using Aplix's beacon, the library can enhance their services such as searching/providing information necessary to the users, and referencing service which supports the searching of certain literatures.

Aplix's beacon implemented by the library uses the iBeacon licensed technology. Aplix has continued to develop/commercialize the crucial features for beacons in real-world applications, which include improving the precision of location measurement and offloading communication overhead from the mobile devices. As Aplix's beacons are equipped with the enhanced security feature by the electronic authentication function, they are continuing to be implemented practically by various industries.

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!*

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

* The names of companies and products included in this press release are trademarks or registered trademarks of their respective companies.

Disclaimer: This English translation is for reference purposes only. In the event of any discrepancy between the Japanese original and this English translation, the Japanese original shall prevail. We assume no responsibility for this translation or for direct, indirect or any other form of damage arising from the translation.