

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation
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Aplix's beacon gets implemented in the event/office reception system

**By using beacons, there will be no queuing and no filling in forms;
smart registration can easily be supported**

Aplix IP Holdings Corporation ("AIP") announced today that its beacon product, which has been attracting attention as the new solution for a wide range of services such as O2O and location information and the like, has been implemented by M-SOLUTIONS, Inc. ("M-SOLUTIONS"), a subsidiary of SoftBank Technology Corp., in its "Smart at® Series", a business support application for the event/office reception system. Working with M-SOLUTIONS' "Smart at Series", Aplix's beacons is able to detect the coming of visitors and send necessary information to the smartphones of visitors, which could easily enable a smooth reception process.

"Smart at event", an event reception service provided by M-SOLUTIONS, allows the event organizer to register event information beforehand and send the QR code to visitors. On the day of the event, when the visitors come to the event reception, they only need to put their smartphones over the QR code, and then the registration process could be completed. By implementing Aplix's beacon for the event reception, visitors can automatically receive necessary information when coming close to the event venue, even at places where GPS or Wi-Fi receptions are bad such as the basement or in a confined small indoor area, so the problem of the long queue at the event registration area can be solved. Moreover, using our beacons for "Smart at reception" could also save efforts for filling out forms, and etc. at the office reception, and therefore can drastically reduce operation overhead and achieve efficiency.

Aplix's "MyBeacon® Series" implemented by the "Smart at Series" adopts 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, HOLP SHUPPAN Publishing has released popular books including *Don't Spill the Milk!*

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