

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation
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Aplix's beacon adopted in the practical experiment of the tsunami evacuation tower ~Beacon supports safety confirmation in disasters

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, has been adopted in the practical experiment of a tsunami evacuation tower in the Nankoku City in the Kochi Prefecture of Japan. It is used for safety confirmation in disasters.

The practical experiment of using Aplix's beacons at the tsunami evacuation tower was done by the Imai Research Lab of the Department of Electrical Engineering and Information Science of the Kochi National College of Technology in Japan, which allows residents to register their names and addresses in advance into a special smartphone app. With Aplix's "MyBeacon® Pro MB004 HDc", evacuees could receive the notice sent by the beacons informing them of evacuating to the tower when a disaster occurs, and the app then launches automatically so the evacuees could inform their families or the local government of their safety. By using the beacons, not only the names and addresses of the evacuees could be displayed by the app, but also the locations of the 14 evacuation towers in the Kochi Prefecture, as well as the specific tower where the evacuees are located. Further, by pressing the "send" button, the evacuees could send out a confirmation message of their safety.

Recently, evacuation strategies during the tsunami have been greatly discussed. By using beacons in the practical experiment this time, even if the local government personnel cannot go to each evacuation tower in person, they can still confirm the residents' safety. We are expecting that our technology could be helpful to the rescue of evacuees in an isolated evacuation tower even if there is flooding due to the tsunami.

"MyBeacon® Pro MB004 HDc" adopted in this practical experiment, not only satisfies the highest protection grade for dust resistance required by the Japanese Industrial Standards and international standards, but also meets the water-jets protective grade "IP65" so as to ensure jet streams from various directions do not cause damaging effects, and it also satisfies the flame resistance UL94 standard. By the aforesaid experiment, Aplix has already proven that we have used advanced weather-proof beacon technology in our development and product offerings.

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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