

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation

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Aplix's MyBeacon® got adopted by "GMO AppCapsule", further expansion of the beacon market

Supporting the development of O2O at the restaurants, beauty parlors, nail salons, and etc.

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 by GMO TECH, Inc. ("GMO TECH") in its "GMO AppCapsule", an application service provider ("ASP") service for creating O2O apps for the stores. The "MyBeacon® Pro MB004 Ac" located inside the stores implementing this ASP service could provide services which support O2O, such as detecting the visiting of the customers, automatically issuing coupons, and giving out digital stampings.

As a content management system ("CMS") compatible app creating ASP service for operators of restaurants, beauty parlors, nail salons, and etc., which enables them to easily create store apps, "GMO AppCapsule" has been available since September this year. Aplix's beacon together with "GMO AppCapsule" is being offered as a new solution which allows store operators to entice more customers and increase revenues.

Aplix's "MyBeacon® Series" implemented by GMO TECH adopts the iBeacon licensed technology and has continued to develop/commercialize those 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 beacons are equipped with security features such as authentication, "MyBeacon® Series" products are continuing to be adopted in practical use cases by various industries in their public services, as well as by the municipal organizations.

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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