

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation  
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## **Aplix Bluetooth® Smart Module Used in nanoblock Motion Choro-Q Creating Novel Next-Generation Tools by Utilizing Cutting-Edge Technologies Wins 2014 Japan Toy Award as Smartphone-Compatible Toy in High Target Toy Category**

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter “Aplix”) announced that the new nanoblock Motion Choro-Q product embedded with the Bluetooth® Smart (Bluetooth Low Energy) module developed by Aplix will be put on sale by Tomy Marketing Company, Ltd. (headquartered in Chuo-ku, Tokyo; Yoshimitsu Ogoshi, President & CEO; hereinafter “Tomy Marketing Company”) from November 22.



The nanoblock Motion Choro-Q is a product created by linking the Choro-Q toy, which celebrates its 35th anniversary this year, with one of the world’s smallest nanoblocks. By incorporating the Bluetooth Smart mobile from Aplix, the product can be made to go forward, backwards, or turn left or right from a smartphone, and turbo acceleration can even be controlled, allowing the product to be released as a smartphone-compatible compact radio-controlled toy.



The product has also been used in collaboration with the Transformers brand, a business that has expanded worldwide and celebrates its 30th anniversary this year. By taking a car body assembled with nanoblocks on a compact chassis and attaching transformers assembled from nanoblocks, Tomy Marketing Company will release a toy that achieves a dream collaboration combining Choro-Q, nanoblock and Transformers.

By using Aplix technology, products based on this powerful collaboration can connect to smartphones and be freely controlled from them. As a result, the product won an award at this year’s Japan Toy Award in the High Target Toy Category as a smartphone-compatible toy that everyone from children to adults can enjoy.

The Aplix Bluetooth Smart module set for usage and sale in Tomy Marketing Company products is a communication module that supports any target product, with the ability to connect all manner of devices such as toys, home appliances, healthcare equipment or fitness equipment wirelessly to a smartphone or the Internet. By utilizing Aplix technologies, all devices such as toys and home appliances can connect to smartphones or the Internet in a safe and secure way, enabling the creation of next-generation products that enrich people’s lives and make them more convenient and fun.

Leveraging its advanced software development capabilities and spirit of innovation, Aplix will continue to work in technology areas that allow it to utilize its advantage as it works to expand its operating base in growth markets through the early provision of superior technologies that meet the demands of customers.

## ■ 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/>

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