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Aplix IP Holdings Corporation

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Aplix's beacon adopted by the system for watching over wandering elderly dementia patients

**Using beacons to support the social system which allows the elderly to live safely
with peace of mind**

Aplix IP Holdings Corporation (“Aplix”) announced today that its beacon product, “MyBeacon® Series”, 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 adopted in the sensor for tracking wanderers in the “Sagashiai Net” project, a social experimental project to watch over wandering elderly dementia patients, participated by the Social Welfare Council and local residents of Obu City, Aichi Prefecture in Japan. The tracking sensor is developed by the Nagoya Institute of Technology’s Future Medical and Healthcare Information Institute, and Aplix’s technology is used to support the set-up of a social system for elderly dementia patients to live safely with peace of mind.

According to the survey conducted by the Ministry of Health, Labour and Welfare Research Group in 2012, the population of elderly people over the age of 65 in Japan has reached 30.79 million people; among them, 15%, i.e. 4.62 million people, have been diagnosed with dementia. From this survey, it is also predicted that the number of dementia patients will rapidly increase in 2035, the year when the baby boomers turn 85 years old. In conclusion, there is not much time left for us to scheme out a strategy to deal with wandering dementia patients before it becomes a thorny social problem.

“MyBeacon® MB002 Ac Pendant” is the Aplix beacon used in the “Sagashiai Net” experimental project. When an elderly dementia patient wears this pendant and the signals transmitted by the pendant are detected by the app installed in the surrounding smartphone, the tracking information could be relayed to the patient’s family through the cloud server. The rehearsal of this social experimental project, co-conducted by the administrative and academic institutes, to track wandering dementia patients by using beacons will be carried out on 2014/11/29 in Obu City, Aichi Prefecture for the first time in Japan.

Aplix’s “MyBeacon® Series” adopted by the social experimental project to track wandering elderly dementia patients in Aichi Prefecture uses the iBeacon licensed technology. Aplix 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 the Aplix beacon is equipped with the security feature such as authentication, it is continued to be implemented in practical use cases by various industries, public services and local governments.

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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