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Aplix IP Holdings Corporation

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Aplix's beacons used in the event at the bookstore

The publishing industry uses beacons to attract more customers to the store and customer satisfaction could also be improved

Aplix IP Holdings Corporation ("Aplix") 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, will be used at the "COMIC METEOR" event held at the Shosen Book Tower in Tokyo, Japan, which is celebrating its 20th anniversary.

Recently, services using beacons have been growing rapidly in various areas, such as restaurant chains, fashion apparel shops, local governments and public facilities. By collaborating with the Shosen Book Tower, Aplix now can provide the technical support to the publishing industry, which adopts beacons in an event to attract customers to the bookstore and improve customer satisfaction.

By installing Aplix's "MyBeacon® Pro MB004 Ac" at the event venue, visitors can receive privilege contents, such as special images and sounds of certain titles, with their smartphones. Aplix's "MyBeacon® Series" adopted by this bookstore event 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!*

Aplix IP Holdings Press Release



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