

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation

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## **Aplix's beacons adopted by the Hoshino Resort in a practical experiment**

### **Supporting the tourism industry technically with growing demand due to 2020 Tokyo Olympics**

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, has been adopted by "Hoshinoya Karuizawa", a hotel operated by Hoshino Resort Co., Ltd., in a practical experiment in which the product developed by Infocube LAFLA Inc. helps to collect and analyze employees' locations, routes and tasks.

The travel market in Japan is gradually recovering after the Great East Japan Earthquake in 2011. Heading towards the Tokyo Olympics/Paralympics in 2020, the number of foreign visitors exceeded 10 million people for the first time last year, and the government has announced its goal to increase this number to 20 million in 2020. The tourism industry is expected to expand more and more due to this increased demand both from Japan and abroad.

Aplix's "MyBeacon® Pro MB004 Ac" is installed inside the guest rooms as well as in the outdoors of "Hoshinoya Karuizawa". By connecting Aplix's beacon with the product developed by Infocube LAFLA Inc., the time spent and moving distance by staff or by area could be measured. "Hoshinoya Karuizawa" is planning to make good use of the information collected in this practical experiment, such as improving employees' efficiency, in the future.

Aplix's "MyBeacon® Series" adopted by "Hoshinoya Karuizawa" in this practical experiment 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, and the Aplix beacon is equipped with the security feature such as authentication. With the aforesaid features, Aplix's beacon not only can be used to collect and analyze employees' behaviors in the tourism industry like this example, but it is also continued to be used to support O2O and marketing in the restaurant, and apparel/fashion businesses, and medical healthcare, location tracking and infrastructure in local governments and public services technically.

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 website (Investor Relations): <http://www.aplix-ip.com/>

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