

TRANSLATION FOR REFERENCE ONLY

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Aplix IP Holdings Corporation

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## **Aplix's beacons adopted by the concert venue for settling small amount payments Support artists by crowd funding at an event hosted by GACKT**

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 a Japanese artist, GACKT, who belongs to G-PRO Inc., in his concert of "G FAMILY 2014 CAMUI G SCHOOL de 'MATOMENASAI'" in Osaka, where Aplix's beacons are installed in the venue as triggers, so small amount payments could be settled on smartphones.

Aplix's "MyBeacon® Pro MB004 Ac" will be installed in the concert hall, and by the cooperation of Aplix's beacon and the proximity community application, mate, the fans on-site can vote for their favorite artist. This new initiative centered on "support" allows the fans to show love for their favorite artist by crowd funding.

In the entertainment industry, the market for real events such as live shows and concerts continues to grow, and by using beacons at such concerts or events where a large group of people gather, the participants can experience advanced service, and the organizer is able to provide privileged information available solely for the onsite participants. Aplix's beacons can support the organizer technically by enticing guests to events, as well as improving customer satisfaction.

Aplix's "MyBeacon® Series" adopted by the event hosted by GACKT 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 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 website (Investor Relations): <http://www.aplix-ip.com/>

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