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Aplix IP Holdings Corporation
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Home Appliances Equipped with Aplix's Cutting-Edge Technologies Shown for the First Time at CES Unveiled Tokyo: Revealing Next-generation Concept Models Equipped with IoT Technologies

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter "Aplix") announced that at CES Unveiled Tokyo^{*1}, the first time a CES show run by the US-based Consumer Electronics Association (CEA) has been held in Tokyo, it will unveil home appliances equipped with its Beacon IoT technologies and light fittings equipped with its HomeKit-compatible BLE module. The unveilings are in response to the surge of business inquiries Aplix has fielded regarding its Beacon device-embedded IoT technology for home appliances and other products announced in November last year, and the world's first Bluetooth® Low Energy (BLE) module compatible with the HomeKit smart home standard for controlling home appliances, which it announced at the end of last year.

At the Aplix show booth at CES Unveiled Tokyo, Aplix will showcase its independently developed device-embedded IoT technology and cutting-edge technologies compatible with HomeKit. In addition, visitors will be able to actually experience dynamic demonstrations of home appliances such as light fittings, electric fans, ceramic heaters and aroma diffusers fitted with these technologies as concept models aimed at the new IoT age proposed by DOSHISHA^{*2}.

Using the cutting-edge technologies newly developed by Aplix makes a number of things possible. For example, in the case of light fittings, Siri-based voice recognition could be used to switch a light fitting on or off, multiple light fitting devices could be operated at once, and devices could be set to operate at specific times. Use with an electric fan paves the way for user-friendly "sensitivity functions." For instance, a fan could stop operating when a user moves away and resume as they get closer again, or switch off to avoid blowing sounds when a phone rings and the user starts a voice conversation and start operating again when the conversation ends. Even an aroma diffuser can start offering these sensitivity functions to notify people of information useful to their daily lives in a timely fashion, such as, providing notifications when the unit runs out of water, or changing the color of LED lights to alert the user to a new LINE or Twitter message.

Aplix derives its competitiveness in "technologies that achieve IoT" by combining M2M-related software technologies produced by ongoing R&D efforts since 2007 together with M2M-related hardware technologies from R&D efforts begun in 2005 by the US-based Zeemote, a company founded by MIT graduates and later acquired by Aplix in 2009. Adopting notifications (beacons) from devices as a starting point, Aplix strives to create new business models aimed at the IoT age which generate revenue through services that provide information to enrich and aid people's lives.

Embracing its mission of linking its cutting-edge technologies with all manner of products from manufacturers to enrich and aid the lives of more and more people, Aplix will continue to offer the latest technologies in a form that is accessible to everyone on the way to expanding next-generation business markets that link technology and services.

■ Concept models aimed at the new IoT age equipped with Aplix technologies proposed by DOSHISHA



■ 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!*

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