

TRANSLATION FOR REFERENCE ONLY

March 24, 2015

For Immediate Release

Aplix IP Holdings Corporation
(Code: 3727 TSE Mothers)

Aplix Develops Beacon System that Works with Twitter, Launches Service Liking Shopping Districts and Rail Operators

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter “Aplix”) announced that it has developed a system able to provide information to Beacon users in real-time through Twitter integration and launched a notification service for shopping district limited-time sales and railway operation and delay information.

With conventional Beacon systems, the data displayed on a smartphone would have to be created in advance and it was difficult to provide information in a timely fashion, but with the Twitter-integrated Beacon system developed by Aplix, by simply tweeting information on Twitter, Beacon users can be notified of the content in real-time.

Beacon is already being used in a wide range of industries including the restaurants, logistics, apparel & fashion, leisure & entertainment, and transportation, as well as by local governments and public works projects. What’s more, usage is also progressing for inbound services aimed at the steady increase in tourists visiting Japan in the lead up to the 2020 Tokyo Olympics and Paralympics. However, mobile users with smartphones want timely information that is useful to know while walking instead of fixed information carefully viewed on a PC.

By utilizing the Twitter-integrated Beacon system developed by Aplix to provide accessible, convenient and valuable information in a timely fashion, such as notifications about fresh vegetables or fish stocked that day along with suggested recipes, or information about products or menu items subject to time-limited sales at a store a user is passing, customers will start to actively use services that employ Beacon. In the Kyodo Nodai Street shopping district in Tokyo’s Setagaya Ward, a Twitter-integrated Beacon system is used to provide a service offering timely notification of running and delay information for the Odakyu Line, which is the closest line to the shopping district. This deepens relationships between visitors and the shopping district and helps revitalize the local community.

Aplix has integrated the Notification Beacon embedded in home appliances and household items with a Beacon system able to provide information in real-time, linking IoT with O2O to offer a solution to energize the businesses of manufacturers and stores. For instance, when a user who has received a notification about filter replacement from a water filter or air purifier at home goes past the front of a shop with that filter in stock when later outside, they receive an automatically notification. Similarly, users who utilize Beacon devices embedded in coffee makers or pet goods could receive information about new products when they pass in front of applicable specialty stores.

● Endorsement from Mr. Kawamura, director of the promotion association for Kyodo Nodai Street Shopping District

For a long time, the individual shops operating in the district have wanted a system that would allow them to freely distribute information. We are grateful to Aplix for using Beacon to provide the kind of system that meets the wishes of the shopping district. Beacon is a system we can operate on our own that doesn't involve the cost or hassle, except expenses of batteries. Moving forward, we hope that each shop will actively use the new Beacon system from Aplix to attract the attention of customers, and that we can work with authorities to provide people walking through the shopping district with useful information on things such as disaster prevention and child-rearing.

■ 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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