

Aplix IP Holdings Press Release

TRANSLATION FOR REFERENCE ONLY



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Aplix IP Holdings Corporation

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Aplix's Beacon Product Selected as Demonstration Device for LINE's Booth at ad:tech tokyo 2016

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter "Aplix") has announced that its beacon product has been selected as a demonstration device for LINE Beacon, which will be used at the LINE Corporation (headquartered in Shibuya-ku, Tokyo; Takeshi Idezawa, CEO; hereinafter "LINE") booth at ad:tech tokyo 2016, one of the largest marketing conferences in Asia.

Aplix has been selling its Bluetooth Low Energy modules (hereinafter "BLE modules") since the fiscal year ended December 2012 (from January 1, 2012 to December 31, 2012), and later began selling Japan's first beacon in November 2013. It provides IoT solutions such as smartphone applications and cloud services, as well as beacon products it has developed in house. Aplix has produced steady results, with the total volume of beacons and BLE modules shipped surpassing 300,000 in July 2016.

Aplix's beacon product has been selected as a demonstration device for the LINE Beacon set up at LINE's booth at ad:tech tokyo 2016, the upcoming event scheduled to be held from September 20 to 21. LINE Beacon is a service that allows for communication with users through the use of signal information from beacon devices installed at street corners and other places. At the upcoming ad:tech tokyo 2016, visitors can receive ad-related information through LINE when they approach the demonstration device that has been set up.

Aplix expects to see a rise in the number of beacon users as well as the use of its beacon products thanks to the start of LINE's beacon service. Aplix intends to continue providing beacon products and other IoT solutions in line with the concept of enriching the lives of people with notification from things.

■ 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 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 3.2 million copies in book form. Offering books and picture books for children in this business segment, HOLP SHUPPAN Publishing has released popular books including the "Don't Spill the Milk!"

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

Aplix website (Technology Business): <http://www.aplix.co.jp/>

■Inquiries:

Aplix IP Holdings Public Relations: http://www.aplix-ip.com/en/contact_en/

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