



TRANSLATION FOR REFERENCE ONLY

April 21, 2016

For Immediate Release

Company Name	Aplix IP Holdings Corporation
Representative	Ryu Koriyama, CEO & Representative Director (Code: 3727, TSE Mothers)
Inquiries	Kengo Nagahashi, Director (Tel: 050-3786-1715)

## **Aplix's IoT Solution Now Supports Amazon Echo as Japan's First: Home Appliances Application for Aplix's IoT Solution Enables it to Use Amazon Echo**

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter "Aplix," TSE: 3727M) has announced that its IoT solution will support Amazon Echo, the hands-free speaker equipped with artificial intelligence produced by U.S. Amazon.com. By incorporating Aplix's IoT solution into home appliances, it will be possible to operate and receive information from devices via Amazon Echo.

### 1. Background

Since releasing the first IoT module BM1 in November 2013, Aplix has provided a comprehensive IoT solution that includes modules, applications, and cloud services. The concept is to make every household appliance compatible with IoT, incorporating Aplix's IoT module into household electrical appliances, water purifiers, air purification systems, and other consumer electronics sold at major retail electronics stores, and utilizing Aplix's application and cloud services to deliver a solution that increases the added value of products.

### 2. Description

U.S. Amazon.com, Inc.'s Amazon Echo is a hands-free speaker that can control a variety of devices using voice recognition. Specifically, it uses Amazon's Alexa voice service to recognize the user's voice, playing music and providing information relating to news, sports, and weather in response to the user's questions. Since the product's launch in the United States in June 2015, it has been hailed as the latest form of digital assistant.

Now, Aplix has made it possible to operate and receive information via Amazon Echo in respect of an air purification device that is currently at the stage of trial manufacture. Specifically, via Amazon Echo, the user can switch the air purification device on and off, control the fan speed, and be informed of the current status of the device.

Home appliances that support Amazon Echo normally require the design of dedicated hardware to enable communication with Amazon Echo via the cloud, which is both costly and time-consuming. Aplix's IoT solution enables home appliances to support Amazon Echo instantly. Moving forward, Aplix will continue to promote its IoT solution to extend the range of home appliances that support Amazon Echo.

### 3. Future Outlook

The Aplix IP Holdings Group's consolidated earnings forecast already reflects this matter, and no revision is made to the full-year forecast figures (Fiscal Year Ending December 2016). If it is confirmed that this will have a significant impact on the financial results, Aplix will make a prompt announcement.

Disclaimer: This English translation is for reference purposes only. In the event of any discrepancy between the Japanese original and this English translation, the Japanese original shall prevail. We assume no responsibility for this translation or for direct, indirect or any other form of damage arising from the translation.

**Note:** This press release is provided to share information about Aplix business activities, and it is not intended to solicit investment in Aplix shares. While the materials may describe information such as forecasts related to future business performance, this information has been created based on the judgment of Aplix at the time the materials were created. As a result, Aplix offers no guarantee that the conditions described will come to pass, and any of the information described is subject to change without notice in the future.