



TRANSLATION FOR REFERENCE ONLY

September 7, 2016

(This English translation was released on September 9, 2016)

For Immediate Release

Company Name	Aplix IP Holdings Corporation
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**Notification: Aplix's IoT Solution Featured in MAmoriait,  
Brother Enterprise's IoT LED Light**

Aplix IP Holdings Corporation announced today that its IoT solution was featured in the MAmoriait, a smartphone-compatible IoT LED Light manufactured by Brother Enterprise, Ltd (hereinafter "BeP").

The MAmoriait will be exhibited at BeP's booth at the 82nd Tokyo International Gift Show Autumn 2016. The show will be held from Wednesday, September 7 until Friday, September 9, 2016.

For details, please refer to the accompanying press release.

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.

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Aplix IP Holdings Corporation

(Code: 3727 TSE Mothers)

## **Aplix's IoT Solution Now Featured in MAmoriait, Brother Enterprise's IoT LED Light -- MAmoriait will be exhibited at the 82nd Tokyo International Gift Show Autumn 2016 --**

Aplix IP Holdings Corporation (headquartered in Shinjuku-ku, Tokyo; Ryu Koriyama, CEO & Representative Director; hereinafter "Aplix") has announced that its IoT solution was featured in the MAmoriait, a smartphone-compatible IoT LED light manufactured by Brother Enterprise, Ltd. (headquartered in Mizuho-ku, Nagoya City; Yuji Kawase, President and Representative Director, hereinafter "BeP").

Aplix also has announced that the MAmoriait will be exhibited at BeP's booth at the 82nd Tokyo International Gift Show Autumn 2016(\*1). The show will be held from Wednesday, September 7 until Friday, September 9, 2016.

BeP has been promoting the MAmoria Series(\*2), a tremor-responsive lighting device/LED light that helps ensure safety during power failures caused by natural disasters and other similar situations. It offers automatic illumination in response to earthquakes and other tremors, a function featured in the existing MAmoria Series. Also, by pairing the MAmoriait with a smartphone in advance, the newly developed product delivers the IoT functions described below.

- When an early warning email is received, a light appears and a buzzing sound is issued.
- Changing of the light color or flashing at the specified time each morning when a daily weather forecast is received.
- Displays weather forecast on smartphone when it is placed over the MAmoriait.
- Notification issued to the smartphone when battery power is running low.

Aplix provides IoT solutions, such as smartphone applications and cloud services, in an effort to achieve the concept of *enriching the lives of people with notification from things*. It also makes things such as consumer electronics IoT-compatible through the incorporation of Beacon, an IoT module developed in-house.

BeP adopted Aplix's IoT solution that supports the provision of disaster information<sup>(\*3)</sup> at the end of 2015. In the MAmoriait project, Aplix provided the Beacon, an IoT module incorporated in the MAmoriait, and undertook the development of smartphone applications as well.

Going forward, Aplix will actively continue providing manufacturers of consumer electronics and household goods with the IoT solutions they need to build a safe and secure society.



Lighting up LED light by an early warning email or earthquakes



Displaying weather forecast on a smartphone

- \*1. Please refer to the official website of “the 82nd Tokyo International Gift Show Autumn 2016.”
- \*2. Please refer to the “MAmoria Series: Light that switches on when tremors occur, providing a sense of security in earthquake-prone countries (Japanese version only).”
- \*3. Please refer to the Company’s press release: “Brother Enterprise Adopts IoT Solution that Supports Provision of Disaster Information (December 9, 2015) (Japanese version only).”

## ■ 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/](http://www.aplix-ip.com/en/contact_en/)

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