UBIC

October 14, 2015

UBIC MEDICAL Participates in ME-BYO Japan 2015

Showcasing the Development of AI-Based Systems to Mitigate Patients' Risk of Falling and to Detect Mental Disorders

NEW YORK, Oct. 14, 2015 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of artificial intelligence (AI)-based big data analysis services, together with UBIC MEDICAL, Inc., a wholly-owned subsidiary of UBIC that provides AI-based medical data analysis solution services, announced today that it will participate in ME-BYO Japan 2015 to be held October 14-16 at PACIFICO Yokohama in order to showcase, through its booth exhibition and presentations, a joint research project with NTT Medical Center Tokyo and a research and development project commissioned by the Japan Agency for Medical Research and Development (AMED). The exhibition targets Japanese and foreign companies, universities and researchers interested in the concept of "ME-BYO." (ME-BYO is "the physical and /or mental condition between being healthy and being sick.")

Through exhibiting and presenting at this event, UBIC will showcase two of its current projects being developed in conjunction with leading partners in the medical field. First, UBIC will explain its AI-based system to mitigate patients' risk of falling, which is under development by the Company and NTT Medical Center Tokyo. UBIC and UBIC MEDICAL have been developing a system to mitigate patients' risk of falling since March 2015 in conjunction with NTT Medical Center Tokyo. This system uses AI technology to detect signs of potential falling by analyzing text data contained in electronic medical records, thereby reducing the number of cases of in-hospital injury. This will contribute to initiatives to prevent unexpected adverse events that may occur in hospitals, reduce the burden on doctors and nurses and enhance hospital safety management. Moreover, as this technology can be applied to the prevention of other adverse events, the Company is planning to develop it further in the future.

UBIC will also present its AMED-commissioned development of a system to objectively assess mental symptoms by quantifying facial expressions, voice sounds and everyday life activities. UBIC MEDICAL is working with Keio University to develop a device that enables real-time objective assessment of mental symptoms by quantifying facial expressions, voice sounds and everyday life activities. This project has been adopted by the Japan Agency for Medical Research and Development (AMED) as a commissioned project (Research and Development Project Concerning Medical Equipment and Systems to Realize Future Medical Care "ICT-Based Diagnosis-Assisting Technology Research and Development Project") for fiscal 2015 through a public invitation.

On October 16, Hideki Takeda, UBIC's CTO and Director of its Behavior Informatics Laboratories, and Michitaka Yoshimura, clinical psychotherapist at Keio University School of Medicine, will present on these projects. Through the exhibition and presentations, UBIC will demonstrate its continuing efforts to implement AI technology in the healthcare field.

The details of UBIC's exhibition booth and presentations are as follows:

- Exhibition booth

  Date: October 14 (Wednesday) to 16 (Friday), 2015

  Place: Booth No. M-20, Partnering Hall, PACIFICO Yokohama (Yokohama City)

- Presentation

  Date: October 16 (Friday) 3:45 p.m. to 4:15 p.m.

  Place: Hall B, PACIFICO Yokohama

  Speakers: Hideki Noda, Corporate Officer, CTO, Director, Behavior Informatics Laboratories of UBIC, Inc.

  Michitaka Yoshimura, clinical psychotherapist, Keio University School of Medicine

  Subject: The use of AI to assess patients' risk of falling and mental diseases, including depression, and to analyze medical documents

ME-BYO Japan 2015, which is part of BioJapan 2015, the largest exhibition in Asia in the biotechnology field, features products and services provided by companies and organizations involved in research related to "ME-BYO," which refers to the Asian medical concept of the pre-symptomatic stage of disease.

About UBIC, Inc.

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its proprietary AI-based software program, "VIRTUAL DATA SCIENTIST" or VDS. Developed by UBIC based on knowledge acquired through its litigation support services, the VDS program incorporates experts' tacit knowledge, including their experiences and intuitions, and utilizes that knowledge for big data analysis. UBIC continues to expand its business operations by applying VDS to new fields such as healthcare and marketing.

UBIC was founded in 2003 as a provider of e-discovery and international litigation support services. These services include the preservation, investigation and analysis of evidence materials contained in electronic data, and computer forensic investigation. UBIC provides e-discovery and litigation support by making full use of its data analysis platform, "Lit i View®", and its Predictive Coding® technology adapted to Asian languages.

For more information about UBIC, contact usinfo@ubicna.com or visit http://www.ubicna.com.

Safe Harbor Statement

This announcement contains forward-looking statements. These forward-looking statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the amount of data that UBIC expects to manage this year and the potential uses for UBIC's new service in intellectual property-related litigation, contain forward-looking statements. UBIC may also make written or oral forward-looking statements in its reports filed with, or furnished to, the U.S. Securities and Exchange Commission, in its annual reports to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about UBIC's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: UBIC's goals and strategies; UBIC's expansion plans; the expected growth of the data center services market; expectations regarding demand for, and market acceptance of, UBIC's services; UBIC's expectations regarding keeping and strengthening its relationships with customers; UBIC's plans to invest in research and development to enhance its solution and service offerings; and general economic and business conditions in the regions where UBIC provides solutions and services. Further information regarding these and other risks is included in UBIC's reports filed with, or furnished to the Securities and Exchange Commission. UBIC does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of the date of this press release, and UBIC undertakes no duty to update such information, except as required under applicable law.

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