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## **UBIC Achieves World First in Machine-Learning Document Analysis for Japanese- and Korean-Language International Litigation Projects**

### **Accuracy and Speed of UBIC's In-House-Developed Predictive Coding Technology Confirmed by Independent Review in Multiple Cases**

TOKYO, July 9, 2013 (GLOBE NEWSWIRE) -- UBIC, Inc. (TSE:2158) (Nasdaq:UBIC), a global provider of comprehensive eDiscovery and digital forensics solutions and services for corporations and law firms, announced today that the performance of its predictive coding technology has been validated by client review in cases involving Asian-language and English documents, a world first for UBIC's technology.

UBIC's predictive coding technology is based on machine-learning software that accurately and quickly reviews and codes large volumes of data in multiple languages including Japanese, Korean and English. To date, this technology has been successfully applied in electronic discovery (eDiscovery) projects to effectively code documents for use in cross-border litigation where its performance and accuracy was confirmed in independent review by client attorneys.

#### **Cost of human review a burden**

Discovery (and eDiscovery) is an essential fact-finding process in the contest of lawsuits and in administrative investigations related to state and federal laws in the United States (e.g., anti-monopoly or anti-corruption) and other, similar laws and regulations enforced by nations around the world. "The significance of UBIC's predictive coding technology is its potential to reliably achieve the same or better accuracy as with human review while significantly reducing costs related to eDiscovery," UBIC Chairman and Chief Executive Officer Masahiro Morimoto said.

Of the several stages involved in the eDiscovery process — which include the identification, collection, processing and storage of data — it is the review stage where individual attorneys sift through potentially relevant documents one-by-one to definitively establish relevance, that is often most cost intensive. Review costs are driven even higher when attorneys hired for review must possess specific "expert" knowledge such as multi-lingual capability or specific knowledge in engineering, medicine or other specialization.

"Fees associated with hiring attorneys to read and precisely code large volumes of documents have become huge burdens for corporations involved in litigation," according to Mr. Morimoto.

#### **Cost relief from UBIC technology**

Significantly reducing the cost of human review is the need addressed by UBIC's predictive coding technology, where machine-learning technology assists human (attorney) review with a performance in speed and accuracy that equals or betters human review, a performance standard UBIC has confirmed in numerous, large-scale international-litigation cases. At the same time, the cost savings and accuracy of predictive coding is acknowledged and supported in decisions by U.S. Courts and the U.S. Department of Justice — these same decisions further acknowledge the use of predictive coding as effective and acceptable in the discovery process.

Predictive coding technologies are available from several suppliers currently. "However, UBIC is the first company in the world to successfully develop a unique predictive coding technology that works with Japanese and Korean language documents and data," Mr. Morimoto said. Moreover, Mr. Morimoto added, UBIC has used the technology in Japanese and Korean eDiscovery projects to successfully achieve significant increases in review accuracy and speed at substantially reduced costs.

UBIC is completing development of its predictive coding technology for Chinese-language data, according to Mr. Morimoto, who adds that this key project is underway at the company's recently-opened R&D Center, which specializes in the development of improved data mining technologies and application of behavioral and information sciences-based artificial intelligence to current predictive coding technology.

"The R&D Center is also involved in exploring technologies and applications for UBIC's predictive coding technology that go beyond electronic discovery," Mr. Morimoto said.

#### **About UBIC, Inc.**

UBIC, Inc. is a leading provider of Asian-language eDiscovery solutions and services. UBIc has extensive eDiscovery and forensic experience and expertise with information documented in Japanese, Korean, Chinese as well as English languages, and applies its expertise in connection with cross-border litigation, administrative proceedings and internal investigations, including those related to anti-trust investigations, intellectual property (IP) litigation, the Foreign Corrupt Practices Act (FCPA) and product liability (PL) investigations. UBIc serves its clients, including leading law firms, corporate legal departments and government agencies, from offices in Japan, the United States, South Korea, Taiwan, Hong Kong and the United Kingdom.

For more information about UBIc, visit <http://www.ubicna.com>.

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