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UBIC Begins Providing "Risk Prediction" Function for Analyzing Fraud Probability, Phase and Timing

TOKYO, Oct. 1, 2014 (GLOBE NEWSWIRE) -- [UBIC](#), Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of international litigation support and big-data analysis services, today announced that the Company has developed a "Risk Prediction" function based on its original concept of behavior informatics. Effective immediately, this function will be provided as part of UBIC's "Lit i View EMAIL AUDITOR" system, which has already been used for routine audits of email exchanges. The Risk Prediction function has been developed by UBIC's Behavior Informatics Laboratories.

Practices such as price-fixing arrangements and information theft do not occur abruptly. A price-fixing arrangement typically materializes after distinct risk phases of relationship building and preparation have already occurred. Utilizing its many years of experience conducting corporate fraud investigations and providing litigation support, UBIC has analyzed and accumulated data in its study of behavior informatics, a subject which includes elements of sociology and criminology, in order to effectively observe the nature of communications that occur in each risk phase.

The "Risk Prediction" function in "Lit i View EMAIL AUDITOR" analyzes email communications based on UBIC's accumulated know-how and assesses the risk of potential fraud. Moreover, it produces a report analyzing the fraudulent practice in question and identifying the current risk phase. The "Risk Prediction" function also provides a prediction regarding the probability of a similar practice reoccurring based on the historical results of analyzing fraudulent practices.

This function is based on behavior informatics, an original concept developed by UBIC whereby the Company analyzes big data as an accumulation of patterns of human thinking and behavior.

UBIC's Behavior Informatics Laboratories expects to continue conducting AI-based, big data analysis research and plans to develop solutions that promote the utilization of knowledge held by experts and companies.

Behavior Informatics Laboratories:

UBIC's Behavior Informatics Laboratories is responsible for UBIC's R&D activities related to big data analysis and AI technologies based on behavior informatics. Behavior informatics is a science that views big data as an accumulation of patterns of human thinking and behavior and seeks to discover human truths from among the mass body of data by leveraging information sciences (statistics and IT) and behavioral sciences (criminology, psychology, sociology, etc.). The Behavior Informatics Laboratories conducts research on natural language processing, data mining and the development of software programs. At the same time, it feeds back knowledge acquired while conducting its service operations for clients to further support its own R&D activities and improve its software programs. Another prominent feature of the Behavior Informatics Laboratories is that it expedites the R&D cycle by simultaneously conducting both basic and applied research.

AI technologies developed by the Behavior Informatics Laboratories are intended to help promote safety and security through their application in UBIC's new business fields, including medical care, insider trading prevention, intellectual property assessment, and business intelligence.

About [UBIC](#)

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) is a leading provider of e-discovery and digital forensic services for Asia and the world. UBIC has extensive experience working with electronically stored information composed in Chinese, Japanese and Korean (CJK) languages and utilizes that expertise for clients involved in cross-border litigation, corporate investigations, intellectual property disputes and much more. At the forefront of e-discovery innovation, UBIC's proprietary Lit i View[®] platform is moving the industry from "fact discovery" to "future discovery" by allowing clients to analyze e-mail messages and digital communications found in big-data to reveal patterns in human thought and behavior.

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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