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## Third-Party Investigation Report Corroborates the Advantages of UBIC's Advanced Analysis Solution

TOKYO, Nov. 10, 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 merits of its advanced analysis solution for independent organizations investigating corporate fraud and malpractice cases were highlighted in a third-party investigation report commissioned by Bristol Myers Squibb K.K. and issued on October 27, 2014.

UBIC's advanced analysis solution, which is powered by its proprietary software Lit i View XAMINER, supports independent investigations by improving the speed and accuracy of the investigation, and reducing the necessary manpower. The solution's newly added features allow the user to receive support enabled by artificial intelligence (AI) and other cutting-edge technologies, representing a departure from the traditional labor-intensive investigative process which depends entirely on human reviewers to select and examine potential evidence materials buried in a mass of electronic data.

In a typical fraud or malpractice investigation, electronic data potentially containing evidence materials is first analyzed by a specialized forensic service vendor and then relevant evidence is selected from the mass of data by a team of legal professionals. These processes are not only costly but also time- and labor-intensive. UBIC's advanced analysis solution provides users with an advanced, cloud-based, electronic evidence analysis system equipped with AI-based functions, such as personal relationship mapping and Asian-language keyword search. The advanced analysis solution helps to significantly reduce the investigation time by training investigators to operate the system and reduce the dependency on human review.

Previously, the achievements of UBIC's advanced analysis solution for third-party investigations were cited in reports issued by Novartis Pharma K.K. on April 2, 2014, by Takeda Pharmaceutical Co. Ltd. on June 20, 2014 and by Kyowa Hakko Kirin Co., Ltd. on July 7, 2014.

"The findings of these independent reports are a testament to the reliability of UBIC's advanced analysis solution and its technological prowess in the field of electronic data investigation," stated UBIC Chairman and Chief Executive Officer Masahiro Morimoto. "In this advanced digital age, when the processing of vast volumes of data is necessary, our cutting-edge technology will open up new business frontiers, such as corporate fraud investigation and email auditing. UBIC aims to provide data analysis solutions in a broad range of new fields, including health care, intellectual property evaluation support and national security. By further honing our AI-based technologies and expanding our portfolio of intellectual properties, UBIC will continue to provide additional value-added eDiscovery services to customers worldwide."

Lit i View XAMINER is also provided to law enforcement agencies to support criminal case investigations. Advanced analysis technology has now become essential to investigations. UBIC will continue to contribute to improving the efficiency and speed of a wide range of investigations by enhancing data analysis technology based on its original concept of behavior informatics and by gaining experience through supporting independent investigations.

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](mailto: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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