



October 1, 2015

UBIC Launches "Lit i View AI Sokedachi Samurai" Business Data Analysis Services

Identifies Opportunities and Risks Hidden in Business Communications

Provides a Wide Range of Applications, including Sales Support, Project Management, Personnel Affairs Management and Customer Support

NEW YORK, Oct. 1, 2015 (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 it will start providing "Lit i View AI Sokedachi Samurai" on October 1. This is a business data analysis support system that identifies potential opportunities and risks through AI-based analysis of corporate electronic data, including business emails and business reports.

Lit i View AI Sokedachi Samurai helps users recognize business opportunities and mitigate risks by identifying clues in email messages from customers. For example, the system may be programmed to identify texts containing sentences that may indicate customers' implicit wishes, such as the hope for a salesperson to visit.

The procedures for using the system are as follows:

1. Information known as teaching data, which is classified by whether risk or opportunity identification is necessary based on customers' experiences and an organization's tacit knowledge, is fed into Lit i View AI Sokedachi Samurai.
2. Electronic data that users want to have analyzed, including emails and business reports, are imported from their mail and file servers into Lit i View AI Sokedachi Samurai, which is installed in UBIC's Intelligence Cloud.
3. The imported electronic data is analyzed and scores are assigned to messages and even particular sentences or phrases in accordance with their relevance based on the provided teaching data, displaying their relative rankings in terms of relevance.
4. The system may be programmed so as to automatically alert users when messages or reports with a higher score than the prescribed level has been identified or to provide detailed information concerning messages or reports that receive high scores.
5. The system compiles statistical and analytical reports concerning the detection and prediction of potential opportunities and risks.

Other characteristics of Lit i View AI Sokedachi Samurai are as follows:

- **Feedback mechanism allows continuous improvement of the AI capabilities**

It is possible to improve the opportunity and risk identification accuracy of the system's AI capabilities by giving the system feedback concerning the analysis results.

- **Investigation of information transmission routes enables identification of relevant parties' personal relationship networks**

The Central Linkage function of Lit i View AI Sokedachi Samurai displays a chart of the relationships between people recognized as "subject to in-depth investigation" and other people in an organization based on data concerning who sent emails to whom and who is copied on the correspondence. This function makes it possible to identify cases where persons who should have received certain information did not and cases where persons received certain information that they should not have.

- **Versatile reporting function**

In addition to assigning scores to electronic data on a case-by-case basis, Lit i View AI Sokedachi Samurai reports on the number of messages or reports containing identified risks on a division-by-division basis and on an employee-by-employee basis, as well as time-sequential changes in the number. Managers can thus recognize general trends without looking at individual messages. In addition to finding potential problems and averting risks, Lit i View AI Sokedachi Samurai can also be used for various other purposes such as identifying prospective customers and detecting factors obstructing sales activities. Sharing of information across business divisions can help companies to better identify problems and measure results.

- **Future collaboration with external systems through the provision of application program interface ("API")**

In the future, the Company plans to enable Lit i View AI Sokedachi Samurai to collaborate with external systems through the provision of an API. UBIC also plans to enable collaboration with the report output and analysis functions developed by sales agents.

Email has now replaced the telephone as the main medium of business communication. This situation has made it more difficult for business division managers to keep track of communications between employees and customers, and to monitor email messages thoroughly. Furthermore, the popularity of internal email communication has reduced the amount of verbal communication among employees.

Lit i View AI Sokedachi Samurai has been developed as a system to support the Company's clients by detecting potential business opportunities and risks in a timely manner. UBIC will promote "practical AI", which solves challenges and reduces the burden on users by feeding company-specific empirical data into AI systems, including people's tacit knowledge and intuitions.

About UBIC, Inc.

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its technology, "VIRTUAL DATA SCIENTIST" or VDS. UBIC's VDS technology is driven by UBIC AI based on knowledge acquired through its litigation support services. The VDS 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.ubic-global.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.

CONTACT: UBIC Global PR

UBIC North America, Inc.

Tel: (212) 924-8242

global_pr@ubic.co.jp