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## **UBIC and Vstone to Co-Develop "Kibiro" Personal Robot Capable of Understanding Human Preferences and Sense**

TOKYO, Nov. 17, 2015 (GLOBE NEWSWIRE) -- UBI C, Inc. (NASDAQ:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of Asian-language eDiscovery solutions and services; Rappa, Inc. ("Rappa"), a wholly-owned subsidiary of UBI C engaged in digital marketing; and Vstone Co., Ltd., a company engaged in the research, development, manufacture, and sales of omnidirectional sensors, robots, and other electronic machines, announced today that they are co-developing a personal robot called Kibiro. Kibiro will be designed and manufactured by Vstone, and will be equipped with UBI C's artificial-intelligence (AI) technology. Rappa will be responsible for developing specific business applications. UBI C and Vstone are developing Kibiro as an AI-based personal robot that will enrich people's lives.

Kibiro, approximately 28.5 cm tall and 14 cm wide, is the right height to communicate with people when it stands on a table. Kibiro can engage in conversation using microphone and speaker, and is also capable of facial recognition thanks to its built-in camera. The robot is programmed to communicate and behave in a cute and friendly manner. Moreover, Kibiro can be connected with KIBIT, an AI engine developed by UBI C, and learn its users' behaviors and preferences through specialized applications, email and social networking services ("SNS"). Based on what it learns, Kibiro may make recommendations which appeal to users' known preferences, or unexpected recommendations that its user might never have otherwise conceived. When installed in public or commercial places, Kibiro may be connected with a suitable database to provide knowledge and information useful for visitors of that place.

Kibiro will be sold through Rappa to private companies and public organizations starting in the first half of fiscal year 2016 and to households starting in the second half of the year.

### **Features of Kibiro:**

#### **User-friendly design and functions of Kibiro**

Kibiro will be designed and manufactured by Vstone, which has an excellent record of achievement in the creation of robots for consumers. With its simple design, approachable shape, and flexible body, neck and arm movements, Kibiro can make a variety of friendly gestures. Capable of facial recognition thanks to its built-in camera, Kibiro can adapt its responses to the person with whom it is communicating. It uses its built-in microphone and speaker to engage in simple conversation. When Kibiro hits the market for households, several costumes will be made available so that a personal touch can be added to the robot based on individual preferences.

#### **Connection with UBI C's KIBIT AI engine**

One prominent feature of Kibiro is that it can be connected via the Internet to KIBIT, an AI engine developed by UBI C. KIBIT has been developed based on UBI C's achievements in the litigation and business support, healthcare and marketing fields. With only a small amount of text data (teaching data) concerning a person, the KIBIT AI engine can understand subtle elements of human behavior and personality (tacit knowledge, judgment and sensations).

If Kibiro is fed with data on users' interests and preferences concerning clothes, foods, housing, and other interests, the robot's understanding of their preferences improves, making it possible to recommend restaurants that match their preferences when they are searching for dining spots, for example. Furthermore, data on preferences concerning restaurants can be used in other fields, such as recommending hotels or books that may interest Kibiro's users. Moreover, by expanding its search for useful information based on its understanding of users' preferences, Kibiro may pleasantly surprise users by recommending things that match underlying preferences they had not considered before.

#### **Long-distance communication using specialized applications, email and SNS**

Communication with Kibiro can be conducted not only through verbal conversation but also through various other means. UBI C plans to provide Kibiro with the ability to work with specialized applications for smart phones, tablet computers and SNS. Words that are difficult for Kibiro to understand through voice recognition may be sent to the robot as text data to achieve understanding. If connected with an SNS, Kibiro automatically accumulates data concerning users as they use the service and presents recommendations even when they are away from home. Such long-distance communication will enable users to utilize Kibiro anytime and anywhere.

## Welcoming visitors at public facilities and commercial spaces

UBIC aims to have Kibiro installed at public facilities, including museums, libraries, tourist centers, restaurants, bookstores, department stores, hospitals, hotels, educational facilities and various other places where a large amount of data is stored and accumulated or where people spend long periods of time. In the future, UBIC hopes to develop a system to provide information suited to users from databases via Kibiro and will cultivate a broad range of users through Rappa.

### Basic specifications\*

Name	Kibiro
Size	28.5cm x 14cm x 16cm (H x W x D)
Weight	Approx. 800g
Input/output	• Camera, monaural microphone, speaker • LEDs (eyes, mouth, power lamp)
Interface	• WiFi, Bluetooth, HDMI, USB
Power source	AC adapter 12V 4A (no built-in battery)
Artificial intelligence	Connected with UBIC's KIBIT AI engine via network

\*As Kibiro is still under development, the specifications may be subject to change.

### KIBIT

KIBIT is an AI engine developed by UBIC. KIBIT is a word coined by combining "kibi," a Japanese word meaning "subtlety," and "bit," the smallest unit of digital information, in order to indicate an AI capable of understanding the subtle elements of human behavior and personality.

### About UBIC, Inc.

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its technology, "KIBIT". UBIC's KIBIT technology is driven by UBIC AI based on knowledge acquired through its litigation support services. The KIBIT 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 KIBIT 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<sup>®</sup>", and its Predictive Coding technology adapted to Asian languages.

For more information about UBIC, contact [u-contact@ubic.co.jp](mailto:u-contact@ubic.co.jp) 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.

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