



November 2, 2015

## **UBIC MEDICAL to Attend Health 2.0 Asia - Japan in Tokyo**

### **Showcasing the Development of AI-Based Systems and a Research and Development Project in the Medical Sector**

NEW YORK, Nov. 2, 2015 (GLOBE NEWSWIRE) -- UBI C, Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of artificial intelligence (AI)-based big data analysis services, together with UBI C MEDICAL, Inc., a wholly-owned subsidiary of UBI C that provides AI-based medical data analysis solution services, announced today that UBI C MEDICAL will participate in Health 2.0 Asia - Japan, which will be held at the Toranomon Hills Forum in Tokyo on November 4-5, 2015.

At Health 2.0 Asia - Japan, which will feature cutting-edge technologies and advanced practices in the medical and healthcare field, UBI C MEDICAL will showcase its unique activities that utilize AI technology in the medical field, including a joint research project with NTT Medical Center Tokyo and a research and development project commissioned by the Japan Agency for Medical Research and Development (AMED).

Through exhibiting and presenting at this event, UBI C will showcase two of its current projects being developed in conjunction with leading partners in the medical field. First, UBI C will present its AMED-commissioned development of a system to objectively assess mental symptoms by quantifying facial expressions, verbal sounds and everyday life activities. UBI C MEDICAL is working with Keio University to develop such a system. This project has been adopted by the Japan Agency for Medical Research and Development (AMED) as a commissioned project (Research and Development Project Concerning Medical Equipment and Systems to Realize Future Medical Care "ICT-Based Diagnosis-Assisting Technology Research and Development Project") for fiscal 2015 through a public invitation.

UBI C will also present its AI-based system to mitigate hospital patients' risk of falling, which is under development by the Company and NTT Medical Center Tokyo. UBI C and UBI C MEDICAL have been developing a system to mitigate patients' risk of falling since March 2015. This system uses AI technology to detect increased risk of a patient falling by analyzing textual data contained in electronic medical records, thereby allowing hospital personnel to identify those high-risk patients and reduce the number of cases of in-hospital injury. This will contribute to initiatives to prevent unexpected adverse events that may occur in hospitals, reduce the burden on doctors and nurses and enhance hospital safety. Moreover, as this technology can be applied to the prevention of other adverse events, the Company is planning to further develop it in the future.

On November 4, Hideki Takeda, UBI C's CTO and Director of its Behavior Informatics Laboratories, and Dr. Taishiro Kishimoto, assistant professor in the Department of Neuropsychiatry, Keio University School of Medicine, will give a presentation on the development of a device that enables real-time objective assessment of mental symptoms by quantifying facial expressions, verbal sounds and everyday life activities.

On November 5, Takeda will make a demonstration of an AI-based system to mitigate patients' risk of falling, which UBI C is co-developing with NTT Medical Center Tokyo.

The details of UBI C's exhibition booth and presentations are as follows:

-- Exhibition booth

Date: November 4 (Wednesday) - November 5 (Thursday)  
Place: Toranomon Hills Mori Tower 5F, Toranomon Hills Forum, Hall A, Booth No. 2

-- Exhibitor presentations (one presentation on each of November 4 and 5)

Date: November 4 (Wednesday) 12:30 p.m. to 12:45 p.m.  
Place: Toranomon Hills Mori Tower 5F, Toranomon Hills Forum, Main Hall  
Speakers: Hideki Takeda, Corporate Officer, CTO, Director, Behavior Informatics Laboratories of UBI C, Inc.  
Dr. Taishiro Kishimoto, assistant professor, Department of Neuropsychiatry, Keio University School of Medicine  
Program title: "Deep Dive by UBI C MEDICAL"

Date: November 5 (Thursday) 1:50 p.m. to 2:50 p.m.

Place: Toranomon Hills Mori Tower 5F, Toranomon Hills Forum, Main Hall  
Speaker: Hideki Takeda, Corporate Officer, CTO, Director, Behavior Informatics Laboratories of UBIC, Inc.  
Program title: "The Future is Now - Future Technologies"

## **\*Health 2.0 Asia- Japan**

Health 2.0 was first held in 2007 in California. The conference showcases cutting-edge technologies in the medical and healthcare field and the advanced practices of using them. It is the world's largest global conference in this field.

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

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its proprietary AI-based software program, "VIRTUAL DATA SCIENTIST" or VDS. Developed by UBIC based on knowledge acquired through its litigation support services, the VDS program 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](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.

CONTACT: UBIC Global PR

UBIC North America, Inc.

Tel: (212) 924-8242

global\_pr@ubic.co.jp