



February 10, 2015

## **UBIC's AI Utilized by Mitsubishi Research Institute to Conduct Visualization Test of Consulting Project Summary Database**

NEW YORK, Feb. 10, 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 the Company's AI technology was utilized by Mitsubishi Research Institute, Inc. ("MRI") to analyze its project summary database and visualize the database's contribution level to customers, social system and human resource development, as well as other valuable metrics.

MRI has been building a database of documents summarizing its research and consulting projects in order to evaluate the contribution to MRI in terms of know-how and knowledge implementation. However, as the viewpoints are diverse and dynamic, MRI has been exploring a new project analysis method that goes beyond the taxonomy approach under which the evaluation criteria are fixed.

This visualization test was performed in December 2014 using UBIC's AI technology, which can flexibly incorporate humans' ability to quickly analyze vast volumes of data using their judgment. The test analyzed approximately 1,300 cases within MRI's Research and Consulting Project Summary database. The knowledge and viewpoints of highly experienced researchers were used as teaching data, and scores were assigned and displayed based on multiple criteria. As a result, in addition to rediscovering insights hidden in past reports, the program discovers new insights such as determining certain projects' suitability with medium- to long-term business strategies and matching them to project members based on capability.

Mr. Sunao Murayama, Senior Project Manager, Business Promotion Group, Enterprise Management Business Unit of MRI, stated, "We found UBIC's AI technology easy to use in terms of both developing and implementing teaching data, and we were also satisfied with the results. We are now even exploring ways to utilize these insights to benefit our customers' businesses in the future. We already see ways in which we could implement these results to optimize call center workload and analyze big data marketing initiatives."

The Virtual Data Scientist, which was used in this test, is UBIC's AI-based software program that enables big data analysis by incorporating the judgment, or tacit knowledge, of experts through automated learning. It can incorporate the judgment of distinguished experts in specific business domains and know-how accumulated through investigations for application and analysis.

Based on feedback from MRI, which is a leading company in the research and consulting industry, UBIC will contribute to the development of the business intelligence field by providing solutions in this field, including business process improvement and efficiency enhancement.

### **About Mitsubishi Research Institute, Inc.**

Mitsubishi Research Institute, Inc. is a leading research and consulting firm in Japan. Through integrated interdisciplinary knowledge, the company provides research and consulting services in a wide range of areas, from economy and industry to social systems, energy, environment, science and technology, as well as IT solutions to government and commercial clients.

For more information about MRI, please visit <http://www.mri.co.jp/E/index.html>.

### **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.

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Source: UBIC

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