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UBIC Develops an AI-Based Social Media Monitoring System and Commences Demonstration Test for Law Enforcement Agencies

TOKYO, Feb. 2, 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, announced today that on February 2, 2015, the Company will begin to provide demonstrations of "Lit i View Social Media Risk Monitoring" (tentative name), an AI-based social media analysis system, for law enforcement agencies in Japan and globally. The system's commercial launch is scheduled for late 2015.

Previously, identifying signs of future criminal activities and incidents on the Internet has been very difficult, as it is impossible for humans to exhaustively monitor the vast volume of online communications. However, armed with "Lit i View Social Media Risk Monitoring", law enforcement agencies will be able to analyze pre-incident communications with greater ease by using UBIC's AI technology to identify social media communications that may lead to future criminal activities. As a result, the detection of possible threats and prevention of incidents will be easier to achieve. The Company also expects this system to contribute to enhancing security at certain events like international conferences or sporting events.

By acquiring the tacit knowledge of experienced analysts and investigators, "VIRTUAL DATA SCIENTIST" (VDS), UBIC's AI engine, helps to create a system that makes judgments of a similar quality to those made by such personnel on a daily basis. The AI-based VDS also incorporates information updated constantly through automated learning and improves the accuracy of the detection of suspicious communications.

In particular, the development of technologies such as UBIC's innovative "high-resolution predictive coding," which can accurately grasp the meaning of short, textual communications — and evaluate their risk levels — makes it possible to analyze social media communications, a task that has until now been difficult even with the assistance of an AI engine. UBIC plans to continue developing and introducing new element technologies and to further improve accuracy through demonstration tests.

"Lit i View Social Media Risk Monitoring" is an effective solution that helps to further support the Company's goal of contributing to safer and more secure society. UBIC will continue to contribute to the development of a safe society by providing high-quality services using behavior informatics.

About UBIC

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 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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