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## **UBIC Obtains New Japanese Patent for Technology Related To Behavior Informatics**

### **Behavior Extractor: Looking into Parts of Speech to Identify Patterns of Human Behavior**

TOKYO, March 26, 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 Japan Patent Office has recently issued a Notification of Decision of Grant to the Company for a patent application related to the Company's "Behavior Extractor" technology. The technology underlying "Behavior Extractor" can provide guidance to users by identifying the key activities and properties hidden in large volumes of messages and communication. The software does this by extracting textual expressions involving human behavior. The necessary procedures for patent registration have already been executed, and the patent is currently pending issuance.

Patent application number: 2014-511637

Patent application filing date: February 4, 2014

The Behavior Extractor technology covered by this patent is mounted onto the Central Linkage software which scans messages to visualize and highlight the most significant relationships implicitly expressed in them, both at the individual and the organizational level. Currently, the Behavior Extractor is implemented in all Lit i View products released by UBIC--a platform to analyze big data for companies.

The Behavior Extractor assigns a numerical value to each email sent by certain individuals who have been selected for heightened scrutiny. The Behavior Extractor arrives at this numerical value by breaking sentences into parts of speech and analyzing how they are typically combined in the context of the analysis. This lightens the burden on a reviewer by eliminating the human task of reading every word to analyze the behavior pattern of an individual. Because this technology utilizes AI technology to examine word combinations rather than individual words, it can dramatically improve the efficiency of the overall review process.

Developed with UBIC's knowledge and vast experience concerning e-discovery cases for U.S. litigation, the Behavior Extractor is a manifestation of UBIC's innovative concept called "Behavior Informatics." The Behavior Extractor brings together the fields of information science and behavioral science in its analysis, and enables reviewers to zero in on the most salient relationships in a vast universe of potentially relevant relationships.

"We believe that this patent is a testament to the superior innovation that underlies the highly-accurate document analysis services provided by UBIC," stated UBIC Chairman and Chief Executive Officer Masahiro Morimoto. "In this advanced digital age, when the processing of vast volumes of data is necessary, our cutting-edge technology will open up new business frontiers, such as corporate fraud investigation and email auditing. UBIC aims to provide data analysis solutions in a broad range of new fields, including health care and intellectual property evaluation support. By further honing our AI-based technologies and expanding our portfolio of intellectual properties, UBIC will continue to provide additional value-added eDiscovery services to customers worldwide."

#### **About [UBIC](#)**

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) is a leading provider of e-discovery and digital forensic services for Asia and the world. UBIC has extensive experience working with electronically stored information composed in Chinese, Japanese and Korean (CJK) languages and utilizes that expertise for clients involved in cross-border litigation, corporate investigations, intellectual property disputes and much more. At the forefront of e-discovery innovation, UBIC's proprietary Lit i View<sup>®</sup> platform is moving the industry from "fact discovery" to "future discovery" by allowing clients to analyze e-mail messages and digital communications found in big-data to reveal patterns in human thought and behavior.

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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