



June 4, 2015

## **UBIC Participates in the Japanese Society for Artificial Intelligence's Annual Conference as a Platinum Sponsor**

### **UBIC Presents Practical Business Applications of AI**

NEW YORK, June 4, 2015 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of artificial intelligence (AI)-based big-data analysis services, announced today that it participated in the 2015 Annual Conference of the Japanese Society for Artificial Intelligence (JSAI) as a platinum sponsor of the event, which was held from May 30 to June 2 at Future University Hakodate. In addition to explaining practical business applications of its proprietary AI technology, UBIC aimed to provide a better understanding of its business by describing the history of its technology development and its research and development operations.

Ever since its inception in 2003, UBIC set out to protect its customers' interests by quickly and accurately analyzing vast volumes of electronic data as an eDiscovery support vendor. Through the Company's cumulative experience supporting litigation and fraud investigation cases, it has been able to develop several practical applications of AI technology. In order to further improve its AI technology, the Company has established departments such as Advanced Data Analysis & Products and Behavior Informatics Laboratories. In recent years, UBIC has worked tirelessly to develop new businesses, because its AI technology can be applied to a broad range of business fields owing to its ability to incorporate human professionals' tacit knowledge through machine learning and quickly organize masses of data. At the UBIC exhibition booth in this conference, the Company mainly presented examples of the practical business applications of UBIC's AI technology.

In addition to participating in this conference, UBIC presented cases of practical AI applications at the 96th meeting of the Special Interest Group on Fundamental Problems of Artificial Intelligence, which was held in January this year. It has also become a registered supporting member of the JSAI. UBIC will continue to contribute to the development of the AI field through exchanges of information within the research community, including the JSAI, and joint research activities with new business partners.

### **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 [u-contact@ubic.co.jp](mailto:u-contact@ubic.co.jp) 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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