



July 13, 2015

UBIC Group Will Exhibit AI-Based System to Mitigate Hospital Patients' Risk of Falling at the International Modern Hospital Show 2015

NEW YORK, July 13, 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, together with UBIC MEDICAL, Inc., a wholly-owned subsidiary of UBIC that provides AI-based medical data analysis solution services, will participate in the International Modern Hospital Show 2015, which will be held at the Tokyo Big Sight from July 15 to 17, marking the Company's first time to participate in this event. The event is sponsored by the Japan Hospital Association and the Nippon Omni-Management Association. At the event, UBIC and UBIC MEDICAL will introduce their AI-based system to mitigate patients' risk of falling while under hospital care to medical personnel through their joint booth exhibition and seminars.

UBIC and UBIC MEDICAL have been co-developing the AI-based system to mitigate patients' risk of falling with NTT Medical Center Tokyo since March 2015. This system uses AI technology to detect signs of potential falling by analyzing text data contained in electronic medical records, thereby reducing the number of cases of in-hospital injury. This will help prevent unexpected adverse events that may occur in hospitals and enhance the ability of doctors and nurses to efficiently ensure a safe environment for patients. Furthermore, as this technology can be applied to the prevention of other adverse events, the Company is planning to develop it further in the future.

Through the Company's upcoming booth exhibition and seminar, UBIC will explain the results of research intended to reduce accidents, with a particular focus on the detection of disturbances of consciousness such as the decline of alertness and delirium, which are highly likely to lead to a fall.

Details of UBIC's exhibition booth and seminar are as follows:

Exhibition booth

Date: Wednesday, July 15 to Friday, July 17, 2015, 10:00 a.m. to 5:00 p.m.
Location: Medical information system zone, East Hall, Tokyo Big Sight
Booth #: E-19

Seminar

Date: Friday, July 17, 2015, 10.30 a.m. to 11:15 a.m.
Place: Sponsor office room, East Hall, Tokyo Big Sight
Speaker: Hideki Takeda: Director, UBIC Medical, Inc.; Chief Technology Officer, UBIC Inc.; Director, Behavior Informatics Laboratories
Location: B-10
Title: "Outline and Results of Joint Research on the AI-Based System to Mitigate Patients' Risk of Falling"

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 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



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