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## **UBIC Launches "AI Incubator"**

### **A Platform Enabling Customers to Analyze and Apply AI-Based Solution Development to Numerous Fields**

NEW YORK, July 24, 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 it has launched "AI Incubator," an AI-based solution development platform that helps customers quickly resolve problems related to product and service development, as well as other business processes.

Over the past few years, UBIC has engaged in the development and provision of AI-based business solutions in fields such as healthcare, intellectual property and digital curation in cooperation with our customers and business partners. Recently, we have received requests from customers, in existing and new business fields, for helping them to expedite the development of business solutions by analyzing data on their own. To meet these needs, UBIC has developed "AI Incubator."

"AI Incubator" is a versatile solution development platform which can satisfy the need for textual data analysis in various forms across broad range of industries and sectors. "AI Incubator" enables customers themselves to implement some of the highly advanced AI analysis work that has so far been undertaken by UBIC's data scientists. It makes it possible to analyze data from various viewpoints and facilitates the process of reflecting human judgment in AI analysis. This enhances the efficiency of the Proof of Concept (POC) process, which tests the applicability of technological concepts.

The AI analysis results obtained via "AI Incubator" can be displayed in a visual, intuitive way through scoring the results and using radar charts, thereby facilitating the preparation of reports.

The standard flow of product and service development in UBIC's AI business is as follows. When our customers are conducting or leading their own analysis efforts, UBIC focuses on the Pre-POC phase and the paid POC process phase.

#### **(i) Pre-POC**

Conduct a test on a small sample of data free of charge.

#### **(ii) Paid-POC**

Design and conduct a demonstration test of an analysis model for determining the specifics of a product or service over a period of two weeks to three months, while simultaneously designing a business scheme.

#### **(iii) Development**

Conclude a basic development contract, develop alpha and beta versions and deliver a finished product in cases where the development of a product or service begins after the completion of the paid-POC phase.

By introducing "AI Incubator," UBIC aims to further expand its AI-related businesses.

#### **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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