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## **UBIC Obtains Patent for Technology Related to the Recognition of Human Emotions from Textual Communications**

### **Utilizing the power of artificial intelligence to understand the dynamics of human emotions and improve digital marketing campaigns**

TOKYO, March 15, 2016 (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 the Japan Patent Office has recently issued a Notification of Decision of Grant to the Company for a patent application for technology related to the recognition of human emotions from textual information.

The necessary procedures for patent registration have already been executed, and the patent is currently pending issuance.

Patent application number: 2015-558254 \*Registration number to be allotted  
Patent application filing date: November 27, 2015 (Priority date: January 30, 2015)

Companies often deal with a tremendous amount of text-based information when executing their digital marketing strategies and initiatives. UBIC's original AI, KIBIT, is a powerful tool that can be employed to effectively analyze "Big Data" in order to solve a variety of issues in digital marketing.

The innovative technology covered by this patent enables KIBIT to identify and extract human sentiments reflected within text-based communications and analyze how those emotions impacted a specific event. First, KIBIT learns subtle differences in user's feelings through analyzing a very small amount of information, and evaluates the relative levels of positivity and negativity that users express about certain products or services. Based on it, KIBIT analyzes users' text-based comments such as "The restaurant was comfortable and welcoming" or "I was a bit disappointed". Thus the technology allows KIBIT to accurately identify the dynamics of human emotions in the analysis of textual communication.

"We believe that this patent is a testament to the superior innovation that underlies the highly accurate document analysis 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 digital marketing — to which the patent described above is applied - health care, intellectual property evaluation support and national security. 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, Inc.**

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its technology, "KIBIT". UBIC's KIBIT technology is driven by UBIC AI based on knowledge acquired through its litigation support services. The KIBIT 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 KIBIT 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<sup>®</sup>", and its Predictive Coding technology adapted to Asian languages.

For more information about UBIC, contact [usinfo@ubicna.com](mailto:usinfo@ubicna.com) or visit <http://www.ubic-global.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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