



March 1, 2016

## **UBIC to Launch "Lit i View SNS MONITORING" System for Government Agencies in Japan**

### **Using the KIBIT AI Engine to Help Law Enforcement Prevent Future Crimes by Identifying 'Red Flags' in Textual Communications**

TOKYO, March 01, 2016 (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 will launch "Lit i View SNS MONITORING," a social media analysis system using the KIBIT AI engine.

In demonstrations dating back to February 2015, UBIC's SNS MONITORING product has proven its ability to identify and separate textual data that may indicate the potential of future serious criminal activity from larger volumes of publicly available information available on social media and Internet forums. Now that UBIC's internal verification of the accuracy and effectiveness of the product has reached a sufficient and reasonable level, we will start providing this system to Japanese government agencies.

SNS MONITORING has the following special features.

- 1. The system uses the KIBIT AI engine to identify messages that may indicate future criminal activity based on examples of actual texts that threatened criminal activity in the past, as well as data based on the experience and tacit knowledge of investigators. It automatically generates a list of "high risk" messages from sifting through a huge volume of posts on Twitter and other websites, and sends alert emails to monitoring authorities.**
- 2. The system can be calibrated with keyword-based filtering (multiple keywords can be designated). KIBIT implements a risk-scoring procedure once the filtering analysis is complete.**
- 3. The system can evaluate the risk of future crimes occurring based on analysis of short sentences, phrases and slang terms, which are popular on SNS and Internet forums.**
- 4. Augmenting the automated process with human review of selected messages increases the accuracy of detection.**

The major challenge facing law enforcement in monitoring in social media and Internet bulletin boards is the enormous, manually-intensive labor workload associated with checking the vast amount of texts selected through keyword-based search, most of which prove to be harmless or irrelevant. SNS MONITORING reduces the time necessary for identifying potentially dangerous messages through its risk-scoring function.

According to data published by Twitter, the most popular SNS platform, there were 35 million active users of the platform in Japan as of December 2015. The massive amount of information posted online every day includes a small amount of messages considered 'red flags' indicating potential future criminal activity. UBIC will support early detection of potentially dangerous messages through the provision of SNS MONITORING to government ministries and agencies, using the KIBIT AI engine to monitor the flood of information - a task that is beyond the power of humans.

#### **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.

CONTACT: UBIC Global PR

UBIC North America, Inc.

Tel: (212) 924-8242

[global\\_pr@ubic.co.jp](mailto:global_pr@ubic.co.jp)

 Primary Logo

Source: UBIC

News Provided by Acquire Media