



May 6, 2016

## UBIC's Kibiro AI Robot to Interact with Visitors at Canon Showroom

TOKYO, May 06, 2016 (GLOBE NEWSWIRE) -- UBIC, Inc. (Nasdaq:UBIC) (TSE:2158), a leading provider of international litigation support and big-data analysis services, and Rappa, Inc., a wholly-owned UBIC subsidiary engaged in digital marketing, announced today that UBIC's Kibiro AI robots will be exhibited at the Canon Plaza S showroom for consumer products in Tokyo's Shinagawa Ward starting May 7 to greet and interact with visitors.

Operated by Canon Marketing Japan Inc., the Canon Plaza S showroom displays Canon's consumer product line, including a wide variety of cameras and printers, and demonstrates how to use the products free-of-charge through workshops and events. Two Kibiro robots will be exhibited in the showroom as guides for visitors. One will be installed at the reception desk to greet visitors. The other will be placed at a section displaying video camera products to provide audio explanations concerning the products' interesting functions and to interact with visitors through asking and answering questions. The Kibiros are expected to enhance visitors' experiences and to help them better understand the benefits of Canon products.

Yumiko Kitajima, head of Canon Marketing Japan's digital house planning and promotion group, commented, "By exhibiting the Kibiros in our showroom, we aim utilize their ability to effectively communicate in a cute and friendly way to attract more visitors and draw their interests towards Canon products. We will continue to cultivate the 'learning' of the Kibiros so that they can provide more value-added services to our consumers."

In the future, the Kibiros introduced at the Canon Plaza S will be equipped with new functions such as the abilities to collaborate with tablet computers and analyze reactions of visitors during interactions. UBIC and Rappa will further develop the Kibiro robot to enhance its functionality for both personal and commercial uses.

### 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>.

### About Rappa, Inc.

Rappa, Inc. applies UBIC's proprietary AI technology to digital marketing and engages in such businesses as providing digital curation services and operating community websites. It uses AI technology to identify people's interests and preferences and find necessary information from among the mass of data available on the Internet. Through such activity, Rappa aims to contribute to social development by providing people with opportunities to find information valuable for themselves and helping to unlock their creative potential. Rappa was founded on September 1, 2015, as a wholly-owned subsidiary of UBIC with capital of JPY10 million.

### 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