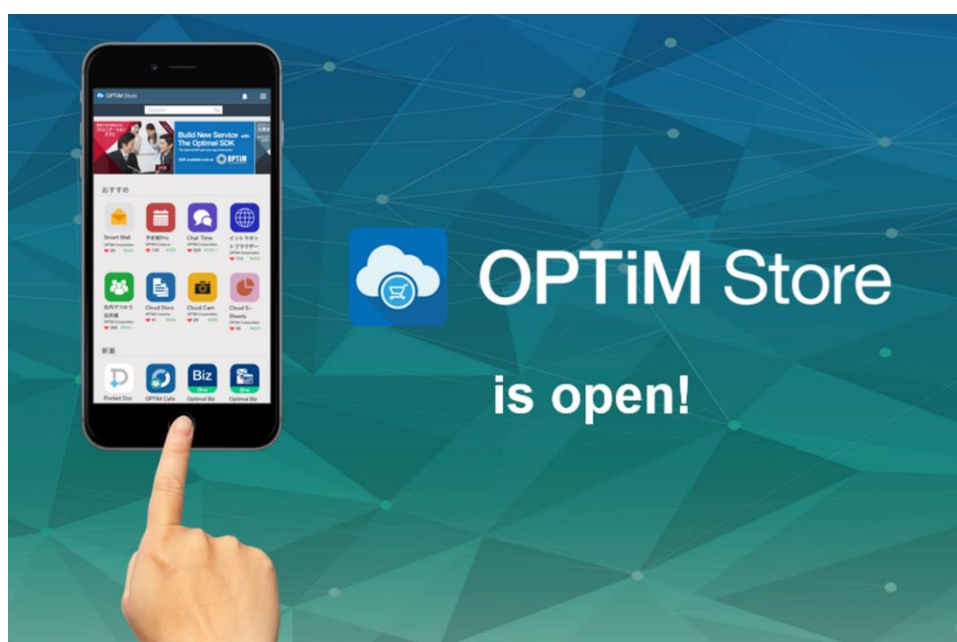


**Announcing a Secure Marketplace with Biometric Authentication, OPTiM Store!**

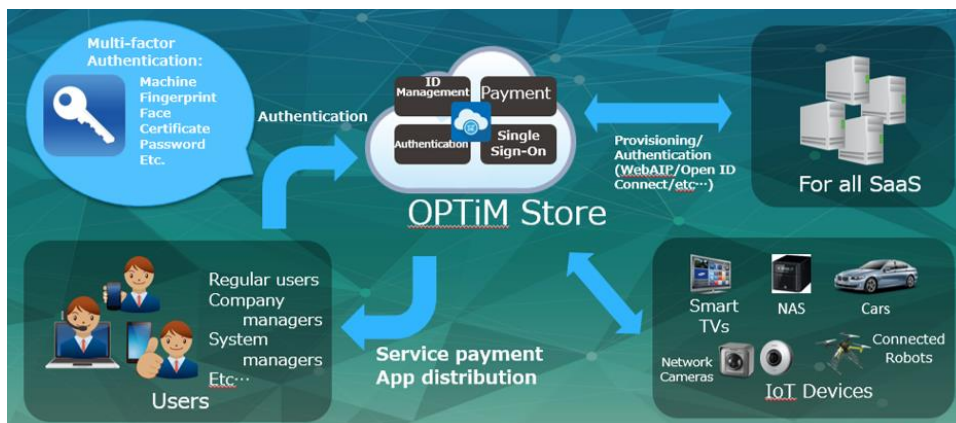
**Over 100 business cloud services and apps from 50 companies available in a single integrated, secure platform**

TOKYO, Japan (March 9, 2016) - OPTiM (TSE: 3694), the market leader of IoT platforms, announced a new platform for the selling of business apps, OPTiM Store. In a partnership with over 50 business app developers, over 100 secure apps will be available<sup>※1</sup> for customers to provide in a biometric authentication-supported, custom business app store.



■ **Background of OPTiM Store**

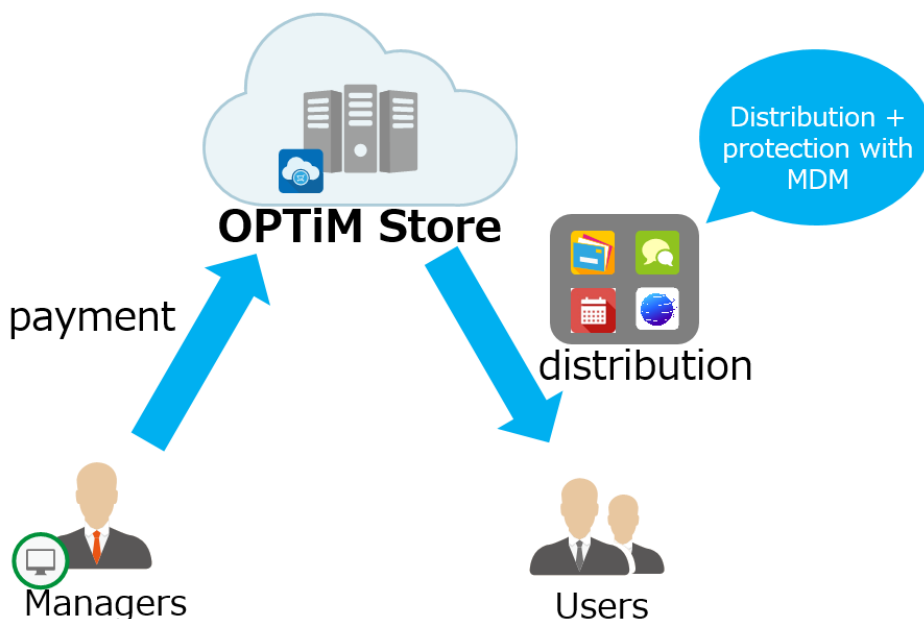
The use of smart devices continues to grow, and a rapidly increasing number and scope of apps are being developed. In addition, the use of such devices in the business sector is becoming more and more widespread, with the number of SaaS<sup>※2</sup> applications growing 46% between 2012 and 2015<sup>※3</sup> and MDM<sup>※4</sup> services being used in an increasing number of companies. There are numerous apps optimized for business use, but a variety of problems prevent companies from using them. These issues include finding that the desired apps are usually not available in a single place, difficulty in setting up and managing an app on multiple devices, and there are various other problems with security, payment, ID and license management. Any and all of these are difficult to manage without IT-specialized staff in a workplace. Most importantly, there is a growing need to have extra security for mobile devices, which are especially vulnerable to data leaks. Security measures that utilize organic signatures, such as a fingerprint, are considered much more secure against identity theft compared to traditional password or PIN systems. To answer these needs, OPTiM has developed the biometric authentication-secured marketplace, OPTiM Store.



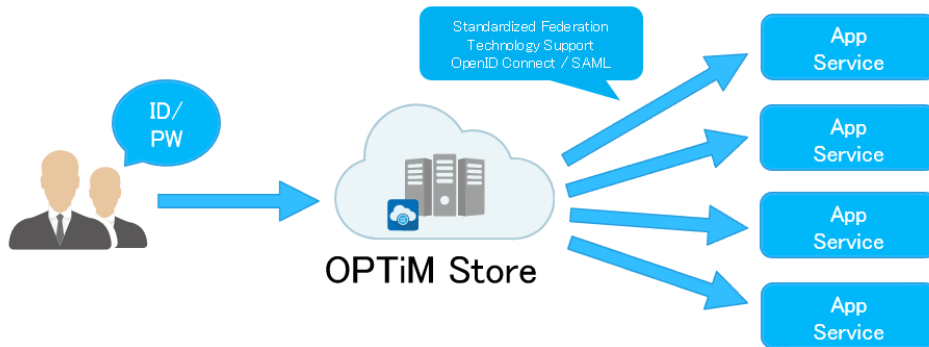
**Outline of OPTiM Store**

OPTiM Store is a business-use secure application marketplace that aims to provide solutions that can increase the efficiency of all areas of a business that utilizes smart devices. It strives to be a marketplace that is easy for end users to purchase from, easy for developers to sell from, and easy for store creators to set up. For this, OPTiM Store embraces four concepts: Easy, User Friendly, Secure, and Smart.

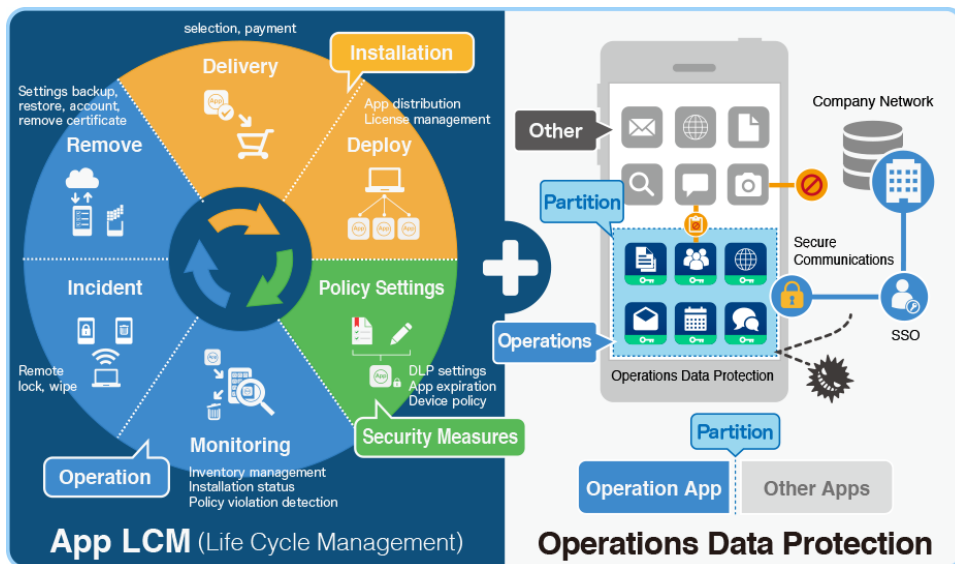
- Easy  
 This marketplace offers the essential components of app developer alliances, app inspection, app coordination, sales, and management. With these, the store creator just has to choose the store name and appearance. Furthermore, OPTiM Store is integrated with Optimal Biz, the MDM service with the number one sales share in Japan for four consecutive years.<sup>※5</sup> This allows for everything from app purchase to app distribution to be handled in one system. Also, there is no need to worry about passwords, as all security can be done with the Optimal Biz ID and password, biometric authentication, or a third-party password provider of the customer's choosing.<sup>※6</sup>



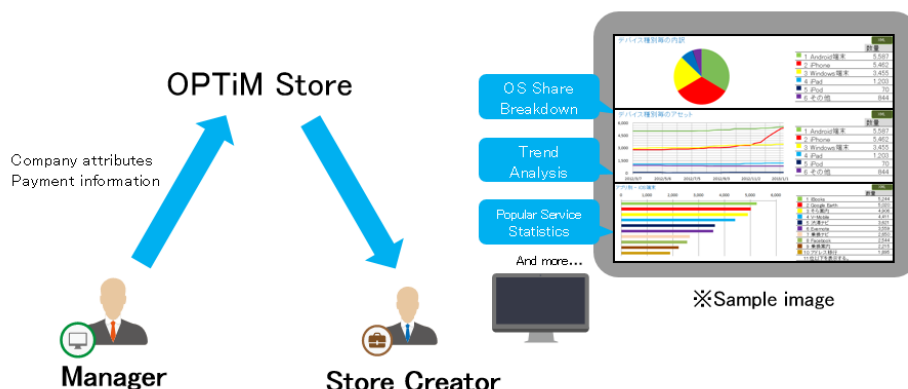
- User Friendly**  
 With the help of standardized Foundation technology<sup>※7</sup> (OpenID Connect SAML), including ID provisioning,<sup>※8</sup> as well as authentication and authorization functions, a single sign-on<sup>※9</sup> environment is provided. Also, the payment system is flexible, as credit cards, bank transmissions and more can be used.



- Secure**  
 Data leaks and security risks often cause the most concern when adopting a cloud service. At OPTiM Store, all apps have been verified by OPTiM's security tests. Each application offered through OPTiM Store has been given a visual seal of approval in conjunction with the app providers,<sup>※10</sup> so customers can be confident in the security of the apps and services available. Furthermore, Optimal Biz MDM/MAM integration adds another layer of security. Finally, biometric security systems together with single sign-on provide greater security.



- Smart**  
 In response to actual market needs related to sales and customer support, Smart sales and customer support backed by information analysis functions will be included. Analysis systems will be offered in the future to provide data such as user statistics, OS share, reviews, and app sales. The data will be provided in graphs and charts to be easily analyzed and used for actual marketing and sales processes.



### ■ About the Business App Developers

Over 50 companies have entered an alliance with OPTiM to provide apps and services through OPTiM Store. With these partnerships, over 100 business-essential apps will be available. These have been carefully selected to suit business needs, and are not restricted in any way by OS or device model. Furthermore, each application provider is part of a strong partnership with OPTiM, so there are no special procedures needed for volume licenses or customer requests.

For more information on this service, please visit the OPTiM Store website: <https://en.optim.co.jp/store/>

- ※1 Companies and applications that are currently under contract negotiation are included in this number.
- ※2 SaaS: Software as a Service: a usage model whereby the software is used when needed.
- ※3 Source: a 2015 study of 7,000 companies worldwide by Palo Alto Networks.
- ※4 MDM stands for "Mobile Device Management," an enterprise solution that collectively manages all employee smart devices and offers security when a device is lost or stolen. MDM provides features such as remote lock and prevention of malicious application launch.
- ※5 Source for 2011 and 2012 sales figures: "Cloud Service Market: Current Condition and Forecasts 2013," published in October 2013 by MIC Research Institute, LTD. IT Asset Management & MDM Market Source for 2013 and 2014 sales figures: "Cloud Service (SaaS / ASP) Market: Current Condition and Forecasts 2015", published in June 2015 by MIC Research Institute, Ltd. IT Asset Management & MDM Market. There was no 2014 edition of the report published.
- ※6 This feature is currently under development.
- ※7 A technology that connects an ID provider-issued ID and password to each applications and service.
- ※8 Initializing machines and devices.
- ※9 The authority to use one ID and password to access multiple OS and applications.
- ※10 Not a guarantee of perfect operation.

## Press Release



### ■ **About OPTiM Corporation** <http://en.optim.co.jp>

OPTiM is a leader in internet-based services that improve its clients' interactions with technology in all aspects of everyday life. Its services include Optimal Biz, a cloud device management service, Optimal Remote, a remote management service, Optimal Support, a setup support service, and the Unlimited content and software suite series. Its business partners include NTT, KDDI, Canon, and Fuji Xerox. Based in Tokyo, Japan, its corporate motto is, "We make the net as simple as breathing."

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※ The information presented in this press release is subject to change without notice.

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