

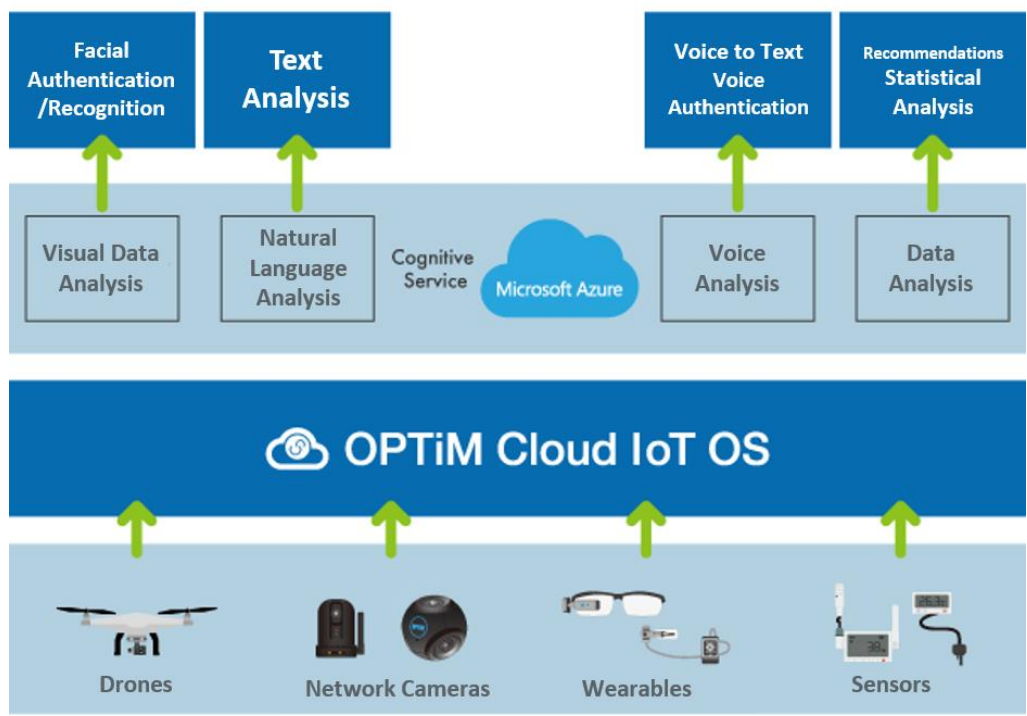
## Announcing Technological Collaboration between OPTiM and Microsoft

Coordination between OPTiM Cloud IoT OS and Microsoft Azure to expand opportunities in AI and IoT

TOKYO, Japan (October 25, 2016) - OPTiM Corporation (TSE: 3694), a market leader in Internet of Things (IoT) platforms, announced an official technological collaboration with Microsoft Japan<sup>\*1</sup> in the IoT field. The partnership focuses on OPTiM's Cloud IoT OS utilizing Microsoft's Microsoft Azure Artificial Intelligence (AI) algorithm, Cognitive Services.

With this partnership, Cognitive Services' API for image, video, sound and natural language analysis will be included in Cloud IoT OS, providing users with the necessary tools to discover insights from collected data. For example, a retail store can collect video from network cameras through Cloud IoT OS, and then, in the same platform, run Cognitive Services' Computer Vision API to find the demographics of customers for marketing purposes.

OPTiM will fully utilize Microsoft Azure to combine IoT, big data and AI to enhance and increase the scope of its customers' business. Furthermore, with Azure Machine Learning, Cloud IoT OS will have increased capability for essential functions such as failure prediction and data abnormality notifications.



### ■ About Cognitive Services

Cognitive Services offers cognitive computing to process large amounts of data in an instant through the cloud. It can recognize input such as natural language, voice, and video, and then learn, think, and analyze using that input data.

For more information about Cognitive Services, please visit the site below:

<https://azure.microsoft.com/en-us/services/cognitive-services/>

### ■ Microsoft Japan Endorsement

Microsoft Japan welcomes OPTiM's use of Microsoft Cognitive Services in OPTiM Cloud IoT OS. As the use of AI is expected to increase with the growth of the IoT market, we will continue to promote these kinds of services on the cloud with OPTiM.

Microsoft Japan  
Developer Evangelism Headquarters  
ISV Business Promotion Headquarters General Manager  
Hiroschi Okunushi

### ■ About OPTiM Cloud IoT OS

OPTiM Cloud IoT OS is an intuitive and secure IoT solution. It allows users to manage and control connected devices, collect and store data on the cloud, and run analysis and AI to uncover insights. A powerful asset for businesses in any industry, Cloud IoT OS brings value to IoT systems and data.

For more information about OPTiM Cloud IoT OS, please visit the site below:

<https://en.optim.co.jp/cloud-iot-os/>

※1 Headquartered in Minato-ku, Tokyo, Japan; president: Takuya Hirano

### ■ 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 solutions provide comprehensive IoT management and multi-functional remote communication. 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."

【Copyright/Trademark】

※ The corporate names and product names mentioned above are registered trademarks or trademarks.

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

### Inquiries

OPTiM Corporate Promotion and Marketing Team

press@optim.co.jp    TEL: +81-3-6435-8570    FAX: +81-3-6435-8560