

## Launch of "KOSOADO CAMERA™," the English Version of the Service for Telephone Support "こそあどカメラ™," in July 2018

### – First Exhibit at the "National Restaurant Association Show 2018 (NRA Show 2018)" –

Aplix Corporation (headquartered in Shinjuku-ku, Tokyo, Representative Director Kengo Nagahashi, hereinafter "Aplix") engaging in development of solutions for IoT (Internet of Things) products will launch the service for telephone support "KOSOADO CAMERA™," the English version of "こそあどカメラ™," in July 2018 in the U.S and Europe where Aplix is developing its business. "KOSOADO CAMERA" will be exhibited for the first time at the "National Restaurant Association Show 2018 (NRA Show 2018)" to be held in Chicago, Illinois in the U.S. from May 19 (Saturday) to 22 (Tuesday), 2018. The planned launch of "こそあどカメラ" in Japan will be in June 2018.※2

"KOSOADO CAMERA" is a service to provide support on a real-time basis by photos and hand-written instruction while listening on a video call with a smartphone. In the case that "KOSOADO CAMERA" is used at a call center, for example, Aplix will develop and provide a smartphone app for end users and a cloud service for the call center.

Many companies have troubles with their support business even for operations that can be easily handled by professionals, when end users are not able to fully explain the situation over the phone causing loss of time, end users are not able to understand professional terms, or workers need to be dispatched. This is a problem common to every company regardless of nations.

With "KOSOADO CAMERA," it is possible to talk with an end user over a video call while reviewing symptoms. Further, the support staff can directly write specific instructions on a photo or transmit pages, photos, etc. on the manual, to assist "hard-to-express" communication over the phone between the end user and the support department.



“NRA Show 2018” is the largest trade fair associated with restaurants and food services in the U.S. Aplix plans to aggressively engage in sales promotion activities for “KOSOADO CAMERA” as the service to assist telephone support to food/beverage manufacturers, food machinery manufacturers, equipment manufacturers, and other companies associated with restaurants and food services that are going to run booths at or attend the “NRA Show 2018.”

- ※1 The service name is derived from demonstratives in the Japanese language which have a common part “Ko, So, A, and Do” and are therefore also called “KOSOADO KOTOBA (words)”.
- ※2 Refer to the “[launch of ‘KOSOADO CAMERA \(temporary name\)’ to assist hard-to-express communication over the phone in June](#)” dated March 27, 2018 and the “[name of the new service for telephone support determined to be ‘KOSOADO CAMERA’](#)” dated April 19, 2018 (both are press releases in Japanese only).

## About the Exhibition

In addition to “KOSOADO CAMERA,” IoT-capable water treatment system “HARPS™” will also be exhibited and demonstrated at the Aplix booth during the “NRA show 2018.”

See the Aplix press release dated May 11, 2018 entitled “[First Exhibit at the ‘National Restaurant Association Show 2018’](#)” for details.

<b>Exhibition Name:</b>	National Restaurant Association Show 2018 (NRA Show 2018)
<b>Date:</b>	Saturday, May 19 - Monday, May 21: 9:30 a.m. – 5:00 p.m. Tuesday, May 22: 9:30 a.m. - 3:00 p.m.
<b>Venue:</b>	McCormick Place
<b>Official Site:</b>	<a href="https://show.restaurant.org/">https://show.restaurant.org/</a>
<b>Aplix’s Booth No.:</b>	Lakeside Center 10944

## ■About Aplix Corporation

The mission of Aplix Corporation is to use the power of software to bring happiness to everyone in the world. Following the success of JBlend, which opened a new frontier for Java on mobile phones, we are currently developing the field of IoT. By supplying IoT solutions from IoT modules (beacons), smartphone apps to cloud services, we aim to advance the transition of household appliances and other products to being IoT-ized devices and in doing so, realize our concept of “enriching people’s lives with notifications from things.”

Investor Relations Information: <http://www.aplix.co.jp/en/>

Technology Business Information: <http://www.aplix.co.jp/en/business/>

## ■Inquiries:

Aplix Public Relations: [http://www.aplix.co.jp/en/inquiry\\_en/](http://www.aplix.co.jp/en/inquiry_en/)

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