

Media Release

## EverySense and BroadBand Tower are forming capital and business tie-up alliance for IoT business

*EverySense offers Sensor Data Exchange Service on BroadBand Tower's cloud service*

Tokyo, Japan. – 16 March 2015. – [EverySense, Inc.](#) (Hiroshi Mano, CEO, Minato-ku, Tokyo) and [BroadBand Tower, Inc.](#) (Hiroshi Fujiwara, President & CEO, Chiyoda ku, Tokyo, JASDAQ: 3776) agreed capital and business alliance to enter IoT business

### ■ Background

International Data Corporation (IDC) sets the forecast that the burgeoning IoT market will grow from \$1.3 trillion in 2013 to \$3.04 trillion and the installed and connected base of IoT units will reach approximately 30 billion in 2020. Automobile, home appliances, and smartphones have embedded sensors and they are connected to internet. Those IoT devices are creating various data and we are able to capture those data in IoT era. Then the data were accumulated to clouds for data analysis to make business decision and analysis platform is evolving.

BroadBand Tower is offering “c9” and “GrowServer” cloud services and we have acquired cloud security certification program “STAR Certification” as the first domestic company in June 2014.

EverySense is developing and offering the “EverySense”, data exchange platform which can collect many different kinds of sensor device data across the world. Also EverySense is developing “EveryStamp,” small, general-purpose sensors and modules for measuring a wide range of environmental parameters and will be start selling in this summer. EverySense is establishing a firm business model and technology foundation to support the upcoming general availability of our platform in later this year.

Under such a background, by this capital and business tie-up, both companies have agreed to enter the IoT business by realizing the collection of sensor data through EverySense's data exchange platform on the BroadBand Tower's cloud service.

### ■ Details of partnership

The broadband tower undertook 2,900,000 common stocks which EverySense newly published as a capital tie-up with EverySense and BroadBand Tower is now holding 25% investment ratio to EverySense. As for business tie-up, both companies will do co-development of sensor data exchange platform and execute a large scale of proof experiment. So that we will operate data exchange platform to harvest information in the IoT era.

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### ■ About EverySense, Inc.

EverySense Inc. was established to propel research that can provide the foundation and support needed to create a new service in the IoT and M2M (Machine to Machine) related markets, which is rapidly expanding to include smart phones, tablets, and wearable technologies. In essence, we promote the research and development of applied technology

based on IoT and M2M sensor networks research by combining the wireless communications technology with big data analysis technology.

■ **About BroadBand Tower, Inc.**

BroadBand Tower offers a high operational technique and reliable housing service, internet connection service and cloud service. We have the network infrastructure assets and internet datacenter locate in metropolitan area with good access. We have been earned a high trust from many enterprises and internet service offering companies.

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