



## NEWS RELEASE

株式会社アクアビットスパイラルズ

Aquabit Spirals Inc.

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1-2-36-104 Higashi-Gotanda, Shinagawa-ku,  
Tokyo 108-0074 JAPAN

November 25, 2015

Aquabit Spirals Inc.

### **Closed Seed Round with 330,000 USD**

#### **Penetrate ‘Physical Bookmark on the IoT’ to the Global Market**

Aquabit Spirals Inc. (Headquarters: Shinagawa-ku, Tokyo, President and CEO: Tomohiro Hagiwara), announced to close seed round and succeeded to fundraise with 330,000 USD from K&P Partners Corp. (Headquarters: Minat-ku, Tokyo, President: Shinya Matsumura) Aquabit Spirals will use the funds to proceed further development of Smart Plate, and penetrate this platform to the global market.

Smart Plate is a NFC-based programmable “Physical Bookmark” which delivers varied digital content onto smartphones via simply tapping action with no-app. It supports not only NFC but also QR codes or Bluetooth beacons on customer’s demand. Our international patent-pending technology enables super-easy setup and management in your hand, and also enables to track and control over-the-air.

Partner company Daito K.K. (Headquarters: Osaka) has installed Smart Plate in their showroom-based physical stores in Osaka and Tokyo to connect displayed products with online purchasing pages. In this case, Smart Plate transforms showrooms into shopping places, and these Japan’s first NO-INVENTORY stores free shoppers from shopping bags.

Also latest project has been just started in Bangkok this November. Travee (Headquarters: Tokyo) has installed Smart Plate into guest rooms around Bangkok sharing on the Airbnb. Smart Plate connects travelers with local activities sharing on the Travee and shares revenue to room owners. This model would bring a new revenue source for sharing economy players.



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Smart Plate has been selected as one of five startups to be supported by French mobile operator Orange (Headquarters: Paris) in their startup acceleration program Orange Fab Asia 3rd season, and also has been selected as top 10 startups in the Startup Launchpad Arena held at Echelon Thailand 2015 in this November. Since we have been awarded in the startup business plan contest Tokyu Accelerate Program held by Tokyu Corporation (Headquarters: Tokyo) in this November, we will start pilot project with Tokyu group companies from the next January.

Aquabit Spirals is willing to accelerate Smart Plate penetration to the global market by this fundraising. We connect everything and every places with the Internet, then make a new value from the Connected Life made of Smart Plate.

### About K&P Partners

Company Name: K&P Partners Corp.  
Headquarters: 1-15-39-204, Minami Aoyama, Minato-ku, Tokyo 107-0062  
President: Shinya Matsumura  
URL: <http://www.kppartners.jp>

### About Aquabit Spirals Inc.

Company Name: Aquabit Spirals Inc.  
Headquarters: 1-2-36-104, Higashi-Gotanda, Shinagawa-ku, Tokyo 108-0074  
Established: March 31, 2009  
President & CEO: Tomohiro Hagiwara  
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