

May 30, 2017

For General Release

Information Services International-Dentsu, Ltd.
Sony Computer Science Laboratories, Inc.
Koozyt, Inc.

Launching Provision of CALC Big Data Analysis Services Utilizing Artificial Intelligence (AI)

Highly Accurate Estimation of Causal Relationships between Data to

Support Management Decision-Making

Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; hereinafter “ISID”), Sony Computer Science Laboratories, Inc. (Head Office: Shinagawa-ku, Tokyo; President & CEO: Hiroaki Kitano; hereinafter “Sony CSL”), and Koozyt, Inc. (Head Office: Minato-ku, Tokyo; President: Takahiko Sueyoshi; hereinafter “Koozyt”), today launched the provision of CALC big data analysis services utilizing artificial intelligence (AI) developed by Sony CSL.

This service comprises the provision of analysis and consulting services and sales of the CALC analysis tool by ISID and the provision of educational programs for CALC clients by Koozyt.

As a variety of information on company activities and people’s lifestyles is accumulated, appropriate decision-making based on data-analysis is becoming an important management issue. To address this, Sony CSL developed CALC, a proprietary AI technology supporting business decisions with accurate estimates of causal analysis models created from big data. CALC clarifies “the direct correlation” in data that are difficult to estimate using conventional analysis methods, revealing the strategic options and facilitating accurate decision-making.

CALC technology has been used to analyze production, design, marketing and services in a wide range of Sony Group business fields, including electronics, financial services and entertainment for several years. After verifying the efficacy of this technology, in fiscal 2016 ISID, Sony CSL and Koozyt collaborated to accumulate particular know-hows pertaining to manufacturing, marketing and services at client companies in the manufacturing, service and other industries.

The roles of each company in the provision of this service are as follows:

ISID: Product development for clients, sales promotion, provision of data analysis and consulting services

Sony CSL: Algorithm development and other R&D aimed at improving functionality and performance

Koozyt: CALC middleware development, data analysis and provision of educational programs for clients

Comment from Setsuo Kamai, President & CEO, ISID

In the Group's medium-term management plan ISID Open Innovation 2018 "Joint Value Creation," we identify IoT, big data, AI and robotics as one strategic domain where we are attempting to create new business. Solutions utilizing CALC based on open innovation with Sony CSL and Koozyt through test applications with our customers are not only enabling us to verify hypotheses for solving management issues, but are also leading to the discovery of new approaches and have already demonstrated the potential for revealing suggestions. I am confident we will be able to deliver special value to clients with AI technology CALC, which facilitates high-level management decision-making.

Comment from Hiroaki Kitano, President & CEO, Sony CSL

CALC is a cutting-edge causality analysis technology derived from basic research on statistical data analysis and artificial intelligence at Sony CSL. The deployment of this service into business establishments outside Sony group is a major milestone for us. In contrast with some AI approaches that tend to be black box, CALC provides the ability to understand and explain relationships by explicitly estimating relationships and their causality. We expect this feature to assist complex business and technical decision making due to transparency and ease of making mechanistic understanding of the issues.

Comment from Takahiko Sueyoshi, President, Koozyt

As Koozyt approaches its 10th anniversary in July 2017, this three-way collaboration based on CALC technology will be a key step in developing our business of contributing to society through our corporate philosophy of connecting the "virtual" with "real" worlds. Koozyt will provide means to support human behavior, decision-making and user experience design in complex societies and systems through the development and application of CALC technology.

Notes:

1. CALC is a registered trademark of Sony Corporation.
2. Company and product names described in this release are trademarks or registered trademarks of each company.

Contact:

<For Business>

- ISID 2020 Technology & Business Development Office
Hiroshi Morita, Yukie Kawauchi TEL: +81 3-6713-6098 E-mail: info@innolab.jp
- Sony Computer Science Laboratories, Inc. tpo@csl.sony.co.jp
- Koozyt, Inc. info@koozyt.com

<For Media>

- ISID Corporate Communications Office TEL: +81 3-6713-6100 E-mail: g-pr@isid.co.jp
- Sony Computer Science Laboratories, Inc. pr@csl.sony.co.jp
- Koozyt, Inc. pr@koozyt.com