

## *For Immediate Release*

### **IIJ Launches the IIJ GIO M2M Platform Service to Enable the Development of M2M Systems without Programming Expertise**

TOKYO—May 26, 2014—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the launch of the IIJ GIO M2M Platform Service on June 2, 2014, in response to growing system demands in the wireless Machine to Machine (M2M) market. The cloud-based platform provides the infrastructure and development environment necessary for M2M system development.

The IIJ GIO M2M Platform Service offers a cloud-based application development environment for collecting, storing, visualizing, and analyzing data from the sensors of each device, and it enables customers to rapidly develop M2M systems. Providing it as a "cloud-based common platform" rather than by a current method, in which systems are developed individually for each use, allows users to save time and money in introducing such systems into their environments. Since data collected from sensors can be linked with data from existing business systems, customers can improve service levels and optimize their business processes by making use of "big data" and analyzing collected data.

#### Service highlights

##### Rapidly construct M2M systems

ThingWorx® platform is used as the application development base for device management, which includes collecting, analyzing, and visualizing sensor data. M2M applications require simple drag-and-drop operation with no programming expertise, so users can introduce systems into their environments quickly and easily, even if there are no experienced developers on-site.

##### Link with business systems

The provided application programming interface (API) allows customers to link data with on-premise business systems and external systems. Customers are able to automate troubleshooting, on-site service processes, and more.

With the launch of this service, the IIJ Wireless M2M Solution provides all the elements required by M2M businesses in conjunction with other M2M-related services (\*)—from end-user devices to networks, cloud infrastructure, and applications—and will offer complete support in developing M2M systems that suit the needs of each customer.

The service exhibited at IIJ's booth during the Wireless Japan 2014 exhibition held at Tokyo Big Sight starting Wednesday, May 28, 2014.

IIJ will continue to expand its wireless M2M services in response to the needs of its customers.

(\*) M2M-related service solutions

- IJ GIO Remote Access Service: a service that allows for secure connectivity to the corporate network
- IJ Mobile M2M Access Service: a closed-network mobile data communication service that provides SIM cards for M2M devices
- IJ SMS Push Service: a service that allows for simultaneous transmission of Short Message Service (SMS) messages to mobile devices
- IJ GIO Hadoop Solution: a solution for building and operating systems on the cloud that offers high speed processing of "big data"

- IJ GIO M2M Platform Service: service fees

- Trial plan

Initial fee		JPY 98,000
Monthly fees	Basic fee	JPY 0 * Up to ten connected gateways during a three-month period

- Basic plan

Initial fee		JPY 198,000 * JPY 100,000 if continued from trial plan	
Monthly fees	Basic fee	Starting at JPY 298,000	
	Gateway licensing	No. of connected gateways	License unit price
		1 to 500	JPY 900
		501 to 1000	JPY 850
		1001 or more	Separate estimate

### About ThingWorx

The ThingWorx platform uses the “drag and drop” Mashup Builder to reduce time spent developing applications, and it allows users to rapidly create applications without the need for coding.

The platform is offered by IJ in collaboration with Micro Technology Co., Ltd. (MT), the distributor for ThingWorx™ in Japan. ThingWorx™ is a wholly owned subsidiary of PTC (NASDAQ: PTC).

### About IJ

Founded in 1992, Internet Initiative Japan Inc. (IJ, NASDAQ: IJJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan’s leading Internet-access and comprehensive network solutions providers. IJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IJ’s services include high-quality systems integration, cloud computing/data center services, security services, and Internet access. Moreover, IJ has built one of the largest Internet backbone networks in Japan that is connected the United States, the United Kingdom and Asia. IJ was listed on NASDAQ in 1999 and on the First Section of the Tokyo Stock Exchange in 2006. For more information about IJ, visit the IJ Web site at <http://www.ij.ad.jp/en/>.

*The statements within this release contain forward-looking statements about our future plans that involve risk and uncertainty. These statements may differ materially from actual future events or results. Readers are referred to the documents furnished by Internet Initiative Japan Inc. with the SEC, specifically the most recent reports on Forms 20-F and 6-K, which identify important risk factors that could cause actual results to differ from those contained in the forward-looking statements.*

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