

For Immediate Release

IIJ to Launch the IIJ IoT Service, a New IoT Platform that Combines Networks with the Cloud

-- Service covers everything from devices to networks, security, and a cloud environment, and it offers full management --

TOKYO—July 19, 2016—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced it will launch the IIJ IoT Service in November 2016. The service will be a "shared platform" on the cloud that combines all the functions required for IoT systems in a single service—from collecting information from all types of sensors to storing/visualizing data and automating control/management.

Future IoT environments will feature an enormous number of devices—some estimate as many as several tens of billions—that will be connected to networks, and they will require real-time processing within several milliseconds. With this in mind, IIJ aims to implement the automated control of next-generation computing networks and IoT systems. As its first step toward helping to realize this future, IIJ will use this service to provide device management and the network, security, and cloud components required by IoT systems, as well as functions that offer comprehensive management for all these. Until now, IoT systems have been built by combining individually procured devices and services; however, by offering these systems as single services, IIJ will enable customers to implement such systems quickly and at low cost, allowing customers to instead focus on creating new business value.

The following are highlights of the service:

Simple system implementation without having to build from individual components

The service covers all functions required for IoT, including mobile connectivity, authentication, access to the cloud, and linking with existing systems. It provides comprehensive management functionality, allowing customers to easily build and use IoT systems just by selecting the functions they need from a menu. One particularly noteworthy feature is how connections and settings among devices, networks, and the cloud are automated, helping to reduce the amount of work needed to add connected devices. This means customers can keep initial implementation costs down and reduce their workload for operating IoT infrastructure, leaving them to instead focus on utilizing data to develop new businesses.

Network services with advanced security

IIJ is committed to leveraging its strengths as an MVNO with top-class implementation results in Japan to provide closed mobile networks that allow for large-scale usage at reasonable prices. In addition to mobile environments, IIJ will offer corporate WAN connectivity and closed connections to cloud environments, and it will leverage its expert network operation knowledge and leading software technologies to provide environments that boast advanced network security.

Automatic control of sensor devices to reduce the burden

Data collected from sensors will be used to automatically control devices, based on rules that have been configured in advance. This will make it possible to provide automatic control without human intervention in locations where IoT devices have been installed, such as automatically adjusting the air conditioning when an environmental change is detected, sending an alarm when a device has stopped, or even automatically restarting a device.

■ Services

Expected release in November 2016

Feature		Summary
Connectivity	Mobile connectivity	Reasonably priced, high quality, and safe mobile connectivity/authentication
Platform	Data hub	Data transfer to applications or the cloud
	Data storage	Data storage, data access screens/APIs
	Data visualizer	Data visualization, big data analysis (scheduled for release in 2017)
Devices	Device gateway	Gateway devices for sensor/wireless connectivity

Scheduled for release in 2017

Feature		Summary
Connectivity	Private mobile connectivity	Customer dedicated mobile network connectivity
	Enterprise connectivity	WAN/VPN closed connectivity with customer environment
	Cloud exchange	Closed connectivity with external cloud environments, including Microsoft Azure
Platform	Device management	Monitoring/management and remote configuration updating of device gateway equipment
	Device control	Device control, status notifications, and automatic management
Devices	Device agents	Remote maintenance and bidirectional communication programs

About IIJ

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