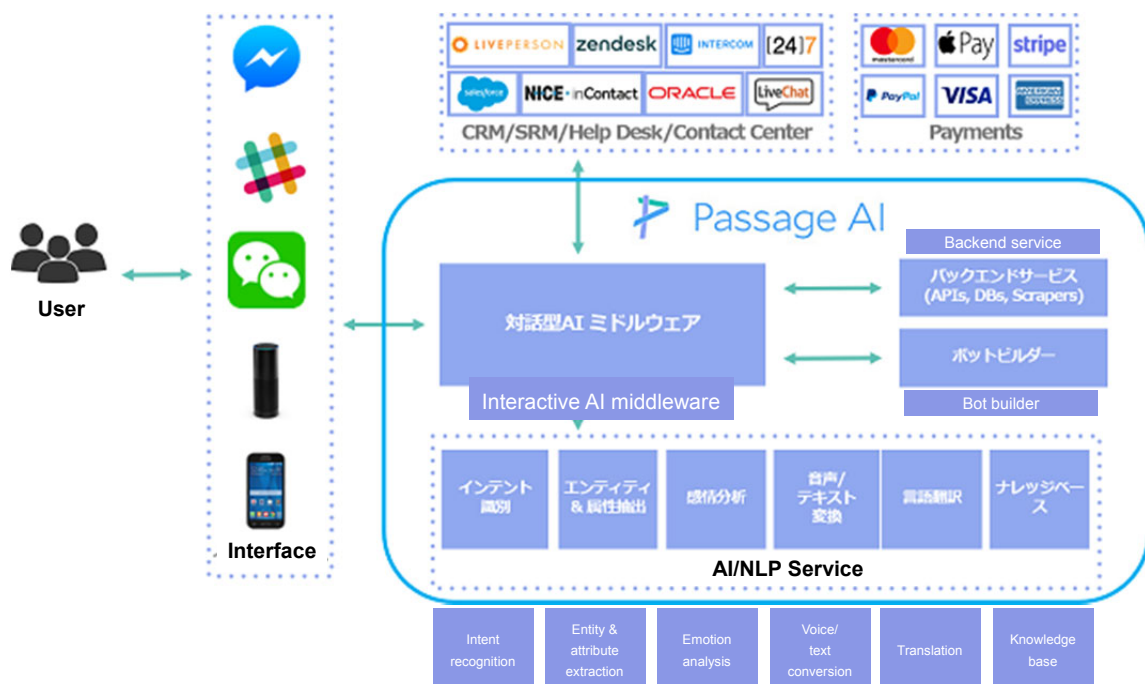**Broadmedia Corporation**
Broadmedia Technologies

Broadmedia Technologies Starts Providing Passage AI, a Conversational AI Platform with Industry-Leading Accuracy of 95% or More

Broadmedia Technologies Co., Ltd., (head office: Minato-ku, Tokyo, President: Toshihito Kubo) a subsidiary of Broadmedia Corporation., announced today that it concluded a partnership agreement, with Rupert Labs, Inc. (head office: Mountain View, California, U.S., CEO: Ravi N. Raj), which provides Passage AI, a bot-building platform using AI/natural language processing (NLP) technology. This partnership agreement is the first in Japan for Rupert Labs, and allows Broadmedia to start providing an interactive AI (chat bot and voice assistant) solution to enterprise companies and the hotel and other industries.

[Description of Passage AI]
Passage AI is an interactive AI platform for enterprise companies with superior accuracy, which does not require knowledge of coding. The AI platform using advanced NLP/NLU algorithms is compatible with more than one hundred languages and corresponds to both text and voice for Japanese and Chinese. In addition, it is compatible with more than twenty interfaces such as LINE, Facebook Messenger, Amazon Alexa, and Google Home. The accuracy of the bots built by Passage AI is as high as 95% or more, the highest in this industry.

By using the Passage AI platform, it becomes possible to build highly commercial multifunctional chat bots in cooperation with various user interfaces in a wide variety of fields, such as customer support, IT help desk, and interactive commerce, without requiring a long development term and

high development costs as conventional technologies do.

Broadmedia Technologies Co., Ltd. provides the platform with the characteristics described above to enterprise company customers and builds and provides chat bots that satisfy individual needs, such as the needs of the hotel industry providing a wide range of network services.

[Description of Rupert Labs, Inc.]

Rupert Labs, Inc., which provides Passage Ai, is a venture company that was established in 2016, with its head office in Silicon Valley. The AI/NLP(U) technology of Passage AI has been employed by major companies including KOHL'S, a major department store chain, Udacity, an education institute, PwC, one of the world's largest professional services firms, major automobile manufacturers, and resort hotel chains.

[Comment from Rupert Labs, Inc. / CEO & Co-founder: Ravi N. Raj]

I am extremely satisfied that we are now able to provide our interactive AI platform in Japan through this partnership with Broadmedia Technologies, our first partnership with a Japanese company. We have already received multiple inquiries from Japanese companies and have started responding to them together with Broadmedia Technologies, and I firmly believe that Broadmedia Technologies is a highly reliable integration partner. I hope that Passage AI, an AI/NLP platform that is leading the industry with its accuracy of 95% or more, having won a large number of awards including the 2018 TiE Award, will be used by many Japanese companies.

[Description of Deep Learning]

Deep learning is a method for enabling computers to execute tasks that are conventionally implemented by humans, with the computer itself grasping the characteristics of data using a multilayered neural network.

[Description of Natural Language Processing/Understanding]

Natural Language Processing (NLP) and Natural Language Understanding (NLU) are technologies for computers to process and understand languages (voice, texts, and the like) that are used daily by humans. They belong to one of the fields of artificial intelligence technology.

End