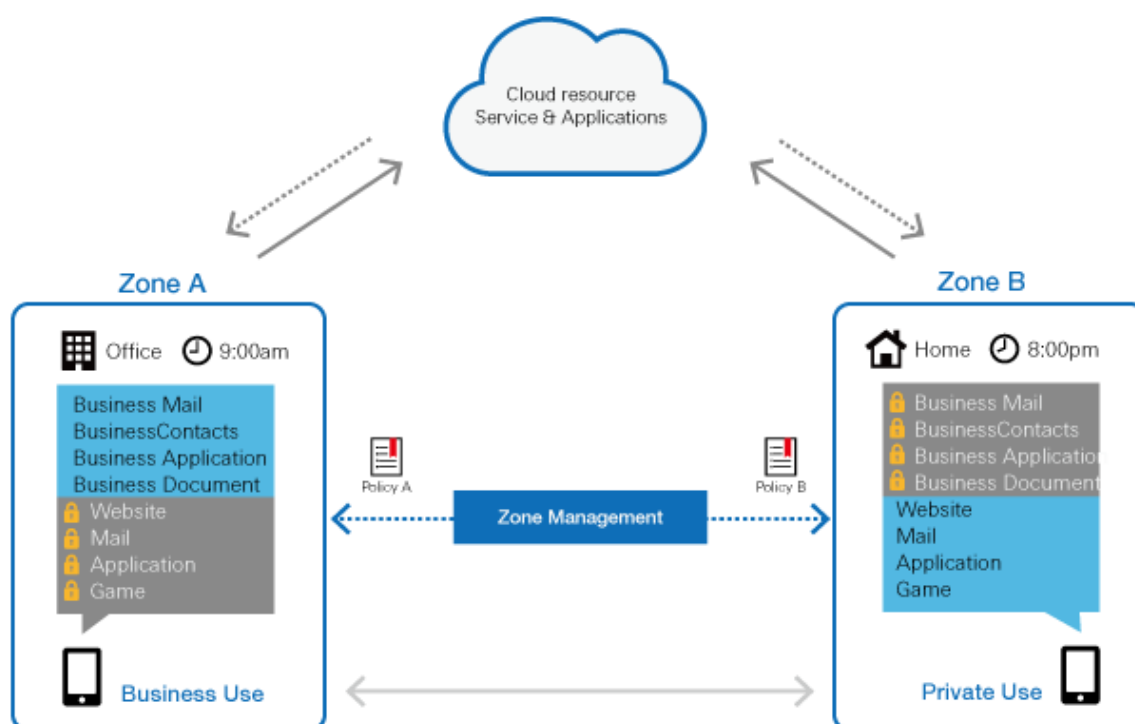


OPTiM Scores another Global First with Zone Management -- a Concept that Automatically Activates a Device's Optimal Settings in accordance with its Location and Time!

Tokyo -- March 13, 2014: OPTiM, a leading provider of online IT support solutions that enable creativity, collaboration and convenience, proudly releases Zone Management, a new operational management concept for smart devices that automatically applies the most appropriate settings according to a device's time and location. With Zone Management, a device's attributes, location and time are detected and a Zone is defined, enabling administrators to apply the most suitable service and security settings. Zone Management uses proprietary technologies^{※1} owned exclusively by OPTiM.

【Image of Zone Management concept】



Early in our next fiscal year we plan to provide a brand-new security setting function for Zone Management via collaboration with Optimal Biz for Mobile -- Japan's No.1^{※2} MDM^{※3}.

Press Release



Until now, device settings and security controls based on location and time have not been available in an MDM context. Unless every device is kept under constant control and an administrator changes the settings manually, all devices are fixed to the same security settings -- therefore, in situations such as BYOD^{※4}, and devices used as part of ICT education^{※5} (a.k.a. school BYOD), an administrator must either choose between generic “strict” or “easy” security settings, or manually change the security settings every time a user enters/exits the school/office.

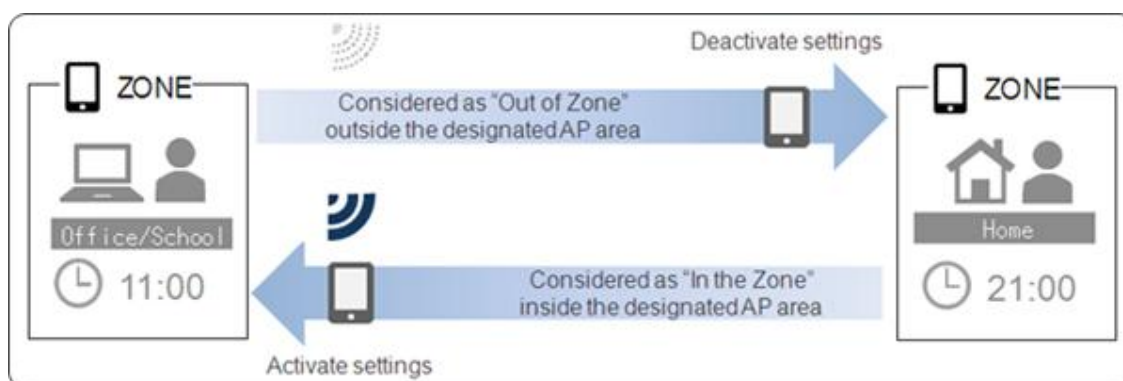
To solve this problem OPTiM initiated collaboration between Zone Management and Optimal Biz for Mobile, thus enabling an administrator to automatically apply the Zone-appropriate security settings to a device at the moment a Zone is entered, as well as adjust the device’s security settings when the user switches Zones. In public places like an office or school, strict security settings can be applied to eliminate risks such as information leak and study hindrances, while in a private place (i.e. one’s home) the security settings can be eased.

Zone Management represents a win-win situation for administrators and users who are active in a BYOD or school BYOD environment!

【Image of using Zone Management】

Determine the accessible services depending on the office/school hours and location.

Apply the ideal security settings to each device.



OPTiM will continue working to develop intuitive technologies that enable users and administrators to use IT technologies easier and more effectively.

Future Zone Management plans :

- Automatically download an exhibition guide app when entering a museum
- Automatically set a device to silent mode when on a train or in a movie theater
- Distribute coupons when entering a restaurant

To learn more about OPTiM’s cutting-edge Zone Management solution, please contact us using the form below!

• <https://en.optim.co.jp/contact>

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- ※1 Technology that detects a change of zone (a.k.a. location) and alters a device's applications and services according to said change. (Acquired Patent No.4914414)
- ※2 Source: "ITR Market View: Enterprise Mobile Management / Mobile Application Development 2013," by ITR Corporation.
- ※3 MDM stands for "Mobile Device Management," an enterprise solution that collectively manages all employee smart devices and offers security when a device is lost or stolen. MDM provides features such as remote lock and prevention of malicious application launch.
- ※4 BYOD stands for "Bring your own device." This refers to employees who use their personal mobile devices in the workplace.
- ※5 ICT education: schooling that employs Information and Communication Technology.

About OPTiM

Based in Tokyo, Japan, OPTiM provides solutions that reduce its clients' support costs, with an overall focus on evolving online experiences to the point that the Internet becomes something you aren't even conscious of, like breathing. OPTiM's solutions' suite includes setup, diagnostic and marketing tools for NGN and home networks, as well as mobile devices, routers, TVs, gaming platforms, multifunction peripherals, servers, printers and DVD recorders.

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