For Immediate Release:

UIEvolution Founder and Interim CEO Satoshi Nakajima Launches Swipe
Swipe™, an open source platform embedding visual and audio agency into digital documents, comes from the technology entrepreneur, esteemed engineer, and founder and current interim CEO of UIEvolution.

TOKYO, Japan – February 16, 2016 – Satoshi Nakajima, the founder and current interim CEO of UIEvolution who helped build the platform of modern computing as lead engineering architect on Windows 95 and 98, is launching his newest venture, *Swipe.* With *Swipe*, any form of communication created via touch-enabled devices becomes a media-rich document embedded with animation, video, images, vector graphics, as well as full audio for voice, music, and sound effects. The simple-to-use *Swipe* software transforms any plain digital document into a visual and audio production, and any individual into an accomplished designer. *Swipe* is design solution for interactive comics, sound novels, and graphic audio books, as well as interactive videos, tutorials, presentations and beyond. *Swipe* will make its official debut at the upcoming Silicon Valley Comic-Con, Steve Wozniak's pop culture and technology expo, at the San Jose Convention Center March 18-20.

Of note, Satoshi Nakajima also has assumed the role of interim Chief Executive Officer of UIEvolution, the globally-renowned software solutions provider he founded in 2000. UIEvolution provides scalable cloud-based connected device software solutions for the automotive, hotel, cruise, and retail industries. Nakajima, who serves as UIEvolution's Chairman, will oversee the company's executive management team through its search for a permanent CEO. Nakajima rejoins the executive management ranks on the heels of the company's recent investment partnership with Mirai Creation Fund, managed jointly by SPARX Group Co., Ltd. Toyota Motor Corporation (TMC) and Sumitomo Mitsui Banking Corporation. He replaces former CEO Chris Ruff who concluded his 10-year tenure with the company to pursue new challenges. "Chris has played a vital role in helping establish UIEvolution as the go-to source for innovative, consumer-engaging technology. We thanks Chris for contributions to UIEvolution and wish him continued success in his new endeavors," said Nakajima.

UIEvolution plans to license *Swipe* for integration into their cloud based connectivity platform, ExperienceManager, to enable innovative touch based user experiences for in-room entertainment in hotels and cruise ships as well as digital signs.

Created to take full advantage of tablets and smartphones, with *Swipe*, any form of communication created via touch-enabled devices becomes a media-rich document embedded with animation, video, images, vector graphics, as well as full audio for voice, music, and sound effects. The *Swipe* media-rich design platform also boasts a companion document viewer, the open source *Swipe Engine*. Together, *Swipe* and *Swipe Engine* empower users to create highly visual documents – and hyperlink it to other documents, in effect creating a dedicated document browser. (Link to *Swipe Engine* demo application on iTunes store showcasing *Swipe* content innovations: https://itunes.apple.com/us/app/Swipe-engine/id1051119890?mt=8).

In contrast to today's branded design technology formats and OS-native apps, *Swipe* software's declarative language (no API or script) eliminates the need for complex programming typically required to build animation or other forms of embedded design content. As a result, designers, animators, artists,

musicians, teachers, videographers, and photographers – are empowered to create media rich/animated documents for consumption via touch-enabled devices including smartphones, tablets, and touch-enabled set-top-boxes, such as iPhone and Apple TV. **Swipe** is also aimed at businesses of all sizes for their B2B and B2C communications. **Swipe** is also being introduced as a free open source application for the web design community for modification and commercial or non-commercial re-distribution. Designers and publishers are asked only to adhere to the **Swipe** branding and credit requirements. (Link to open source Swipe Engine: https://github.com/snakajima/Swipe).

With respect to his dual role as interim CEO of UIEvolution and creator of Swipe, Nakajima says, "I'm thrilled to be working at the intersection of connected technology and design. The work that the UIEvolution team focuses on in terms of user experience and cloud software with mobile, tablet, TV, and automotive applications. Swipe's focus is on innovating the user experience with digital documents. I'm delighted to lead both teams." For Swipe specifically, "We look forward to working with designers and publishers to help prepare our **Swipe** technology for mass market adoption. I have opted to launch **Swipe** and **Swipe Engine** as free open source platforms in order to make the software technology an industry-standard from which everyone can benefit," said Nakajima.

About *UIEvolution: UIEvolution is a global leader in connected services for mobile, tablet, TV, and automotive applications. UIEvolution's software solution breaks through the complexity of connected services by delivering native and HTML5 apps managed from a cloud-based platform, ensuring a great consumer engagement experience. With offices in the United States and Japan, UIEvolution has a proven record of accomplishment with clients like Toyota, AT&T, Microsoft, Samsung, Mitsubishi, Hikari-TV, and other Fortune 500 companies. For more information, visit http://www.uievolution.com/.*

About *Swipe, Inc.: Headquartered in Tokyo, Swipe, Inc. is the parent company for* **Swipe™,** *an open source platform embedding the full range of visual and audio media into digital documents for smartphones, tablets, and other touch-screen devices. Swipe, Inc. Founder-Chief Executive Officer Satoshi Nakajima is recognized industry-wide as the lead engineer and architect of Windows 95 and Windows 98, which he created during his tenure with Microsoft. For more information, visit http://www.Swipe.net/.*

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