



Sentiance and Realize Mobile Communications of the SoftBank Group announce commercial partnership to address Japan market opportunities

Initial focus on smart mobility and insurance solutions to be expanded to solutions for real-time customer engagement and smart cities.

Antwerp/Tokyo, 11 October 2017 – Sentiance, a global leader in AI-powered technology for behavioral intelligence, and Realize Mobile Communications(RMC), a leading Japanese provider of mobile solutions and part of the Softbank Group, today announced a commercial partnership to develop joint offerings to address the vast opportunity in the Japanese market. The deal covers both core mobility and insurance solutions both companies already address, with options to extend further into solutions for real-time customer engagement, connected car, and smart cities.

Toon Vanparys, CEO of Sentiance, commented; ‘We are very happy to announce this significant commercial and marketing partnership with RMC. We look forward to working with RMC to develop the Japanese market and reinforce our leadership as the reference in AI-powered solutions for behavioral intelligence. This partnership will increase adoption of Sentiance powered solutions in key verticals in Japan and will empower companies across mobility, insurance, and commerce to provide hyper-personalized customer experiences that adapt to people’s lifestyle and real-time context’.

Speaking after the signing of the agreement, Masato Sakatani, CEO of RMC said; “It is a pleasure for us to announce our partnership with Sentiance. We believe that Sentiance technology will be widely accepted and respected in various areas of the Japanese market, and we are more than happy to be able to work together with them, creating new services and empowering companies.”

ABOUT SENTIANCE

Sentiance’s AI platform turns IOT and smartphone sensor data into rich insights about people’s behavior and real-time context. These insights help companies engage with their customers and users in a hyper-personalized way. Sentiance’s technology is used in insurance, health, mobility, smart home, connected car, and commerce applications. See also <http://www.sentiance.com>.

ABOUT REALIZE MOBILE COMMUNICATIONS CORP.

Realize Mobile Communications Corp., a member of the SoftBank Group, offers services and system development in fields that include smartphone applications, IoT, mobility and virtual reality (VR) and augmented reality (AR). Realize Mobile Communications collaborate and co-create with their clients, aiming to evolve innovation in many areas. To learn more, please visit <http://www.realize-mobile.co.jp/w/en/>.

ABOUT SENTIANCE

Powering the IOU - Internet of You

Sentiance is a data science company that uses artificial intelligence and machine learning algorithms to analyze IOT sensor data in order to create a deep understanding of human behavior and context. Sentiance's clients use the platform to create new products and services that turn the Internet of Things into the Internet of You.

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