

Press release

KYOCERA Announces New Mobile Device-based Support Service in Japan for Healthy Lifestyle Modification*

Kyocera and The Association for Preventive Medicine of Japan collaborate to contribute to health management by organizations

15 October 2015 – Kyoto, Japan/Neuss, Germany – Kyocera Corporation (President: Goro Yamaguchi) announced that it will collaborate with The Association for Preventive Medicine of Japan (Director: Masaharu Kumashiro) in the field of healthcare to offer a new service, Daily Support®, which aims to assist with continuous lifestyle habit improvements through the use of a smartphone and wearable device combined with individual guidance from healthcare professionals. Planned to launch in fall 2015 in Japan, the service will be provided to companies, health insurance unions and healthcare service providers seeking better health management for employees and clients.

Service Name	Daily Support®
Support Tools	Wearable device "TSUC®", "Daily Support" app, Web site for supporters (healthcare professionals, etc.)
Price (including tax)	Standard retail price of TSUC®: 7,000 yen Standard monthly cost of service: 600yen/month
Distributor	The Association for Preventive Medicine of Japan
Manufacturer	Kyocera Corporation
Availability	From Fall 2015

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Image of the “Daily Support[®]” system

Development Background

In Japan, medical costs have been increasing in recent years. The total amount of national medical expenses in fiscal 2015 was 40 trillion yen (approx. 333 billion U.S. dollars; a 1.8% increase compared to the previous fiscal year), and the annual medical cost per capita was approximately 314,000 yen (approx. 2,617 U.S. dollars; a 2% increase compared to the previous fiscal year)^{*2*3}. While the rise in medical expenses is partly unavoidable as Japan faces an increasingly aging population, the need to reduce these expenses has become a significant fiscal issue for the country. On the other hand, approximately 30% of medical expenses stem from treating lifestyle-related diseases such as high blood pressure, diabetes and hyperlipidemia. Thus, reconsideration of lifestyles habits can help individuals maintain their health and reduce overall medical costs.

Kyocera Corporation has been offering unique mobile devices and

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smartphones in Japan and overseas, and has also developed sensor technologies for status detection through this business. By utilizing these technologies, the company has developed the new service, “Daily Support[®],” which enables the measurement, management, analysis and feedback on lifestyle-related data for users. By visualizing the lifestyle habits of individuals and providing continuous support, Kyocera believes that the service will help promote healthy habits and contribute to the reduction of increasingly high medical expenses.



Wearable device TSUC[®] in five color variations

Main Features

In the new service, three support tools are available for users to comprehend their everyday lifestyles on a continuous basis.

1. Wearable device TSUC[®]

Manufactured by Kyocera, the device measures the amount of daily activity as well as other data points when worn by users and automatically uploads the data to the user's smartphone^{*4}, allowing for effortless monitoring of lifestyle-related data.

Measurement points:

Step count, calorie consumption, and status detection differentiations (walking / running / riding vehicles such as bicycles vs cars / going up and down elevators vs escalators / climbing up and down steps vs slopes)

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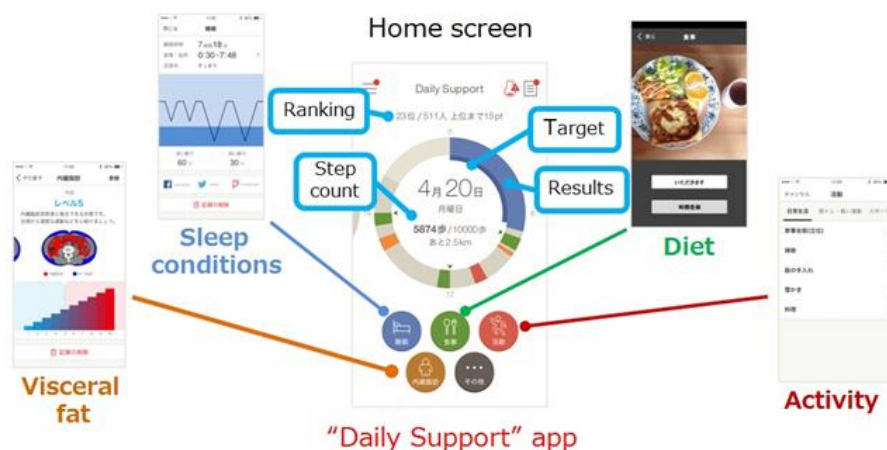
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2. “Daily Support” app

Kyocera’s unique app collects data on the amount of activity, sleep, visceral fat and calorie consumption, utilizing a smartphone to visualize the user’s lifestyle^{*5}. Users can check and manage their conditions through graphs and figures displayed in the app. Various functions are adopted for users to enjoy continuous use, such as introducing a ranking system among users, incorporating a point system and enabling users to acquire characters in the app in response to good lifestyle habits^{*1}. Kyocera will cooperate with JTB Benefit Service, Inc. to adopt the point system.



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Amount of activity	In addition to the amount of daily activity measured by wearing the “TSUC®” device, users can also calculate the amount of calories burned by selecting activity items such as housework and exercise at the gym.
Diet	The app records the amount of time spent on meals and analyzes pictures of the meals to calculate calorie consumption.
Sleep conditions	By placing the smartphone next to the pillow when sleeping, users can utilize the app to automatically detect body movement and collect data on the quality of sleep in addition to hours

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	slept.
Visceral fat	By simply tracing the smartphone halfway around their abdomen, users can obtain an estimate of visceral fat levels and see a cross-section image on their smartphones.



3. Web site for services supporters

Supporters of the service (healthcare professionals, etc.) can privately check the activities and data of the service users on the Web site and send messages individually to promote better habits, as well as send group messages to users with similar tendencies*1.

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Blood Data Analysis and Professional Guidance

Based on cooperation with Roche Diagnostics K.K., the Daily Support will also provide a service for managing blood-related data. Users can upload data from blood tests conducted at health clinics or companies and receive direct guidance from professionals^{*6}. By utilizing this service, users can expect early detection of lifestyle-related diseases and increase preventive attention.

Specifications of “TSUC®” Wearable Device

Color	White, Gray, Light Green, Red, Pink
Size (W×H×D) / Weight	Approx. 48×29×13mm / Approx. 11g (including battery)
Battery	CR2032 (included)
Measurement points	Step count, calorie consumption, and status detection differentiation (walking / running / riding vehicles such as bicycles vs cars / going up and down elevators vs escalators / climbing up and down steps vs slopes)
Memory	Sufficient memory for 7-day use
Detection system	Tri-axial acceleration sensor / Air pressure sensor
Communication system	Bluetooth®4.0
Operating system*	Android™ 4.4, iOS 8
Waterproof performance	Waterproof for normal usage

* This product is only available to the Japanese market.

*1 Part of the service will become available from fall 2015 and onward.

*2 Based on data compiled by the Japan Ministry of Health, Labor and Welfare.

*3 As a convenience to the reader, U.S. dollar (USD) conversion is provided based on the rate of USD1 = JPY120 (as of September 18, 2015).

*4 Compatible smartphones as of September 2015 (more models will become compatible sequentially)

iPhone: iPhone 6 / 6 Plus / 5s / 5c / 5, iOS 8

Android: Android 4.4 (models validated by Kyocera Corporation only)

*5 The app must be downloaded to a smartphone for use.

*6 A special app is required for use of this service.

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For more information about Kyocera:

www.kyocera.eu

About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 226 subsidiaries (as of March 31, 2015), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 6 gigawatts of solar power having been installed around the world to date.

The company is ranked #552 on Forbes magazine's 2015 “Global 2000” listing of the world's largest publicly traded companies.

With a global workforce of over 68,000 employees, Kyocera posted net sales of approximately €11.74 billion in fiscal year 2014/2015. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, fine ceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €385,000 per prize category).

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