

For Immediate Release

October 10, 2018

SOOTH Inc.
Altitude Inc.

SOOTH Wins at the OutSystems Innovation Awards for the Second Consecutive Year!

–The firm's Anti-Heatstroke Project wins in the Human Impact Award category–

SOOTH Inc. ("Sooth") and Altitude Inc. ("Altitude") today announced that Sooth's Anti-Heatstroke Project has won the Human Impact Award at the OutSystems Innovation Awards 2018. This is the second consecutive year in which the firm has received the same award*.



On stage at the award ceremony: Sooth's CEO Yasutoshi Nukada (sixth from left), Director Yukio Kitano (sixth from right), and Altitude's CEO Yusuke Imaoka (fourth from right)

The OutSystems Innovation Awards are sponsored by Portugal-based OutSystems Inc. Since 2014, the awards have recognized the successes of organizations that create exciting innovations in IT and generate essential, progressive and productive business value using OutSystems' ultra-high-speed global development platform.

The goal of the Anti-Heatstroke Project is to curtail the occurrence of work-related accidents caused by heatstroke in various industries, including the Japanese construction sector. Over the course of three months, this project rapidly developed prototypes for a smart helmet equipped with various biological sensors, a smartphone app that links with various devices, and other components of an anti-heatstroke management system. The project has received high praise for its efforts in redesigning the jobs of mainly on-site laborers.

On October 9, Sooth's CEO Yasutoshi Nukada and Director/CTO Yukio Kitano joined Altitude's CEO Yusuke Imaoka on stage at the award ceremony held in Amsterdam, Netherlands.

* Last year, the experience design department (now known as Sooth) of AOI Pro. Inc. won the award, a first for a Japanese corporation. On February 1, 2018, AOI Pro. and Altitude Innovations founded their joint venture, Sooth, which specializes in experience design.
Press release for AOI Pro.'s win at the OutSystems Innovation Awards 2017, dated September 21, 2017: <http://www.aoi-pro.com/news/award/20170921>

About Sooth's Anti-Heatstroke Project

This project aims to predict and curtail the occurrence of heatstroke by tracking workers' health conditions. It achieves this by linking smart helmets, equipped with biological sensors, with apps used by workers and their managers. When the system predicts the occurrence of heatstroke, it immediately sends an alert to the PCs, iPads, iPhones, and Apple Watches of managers, and to the iPhones of workers.

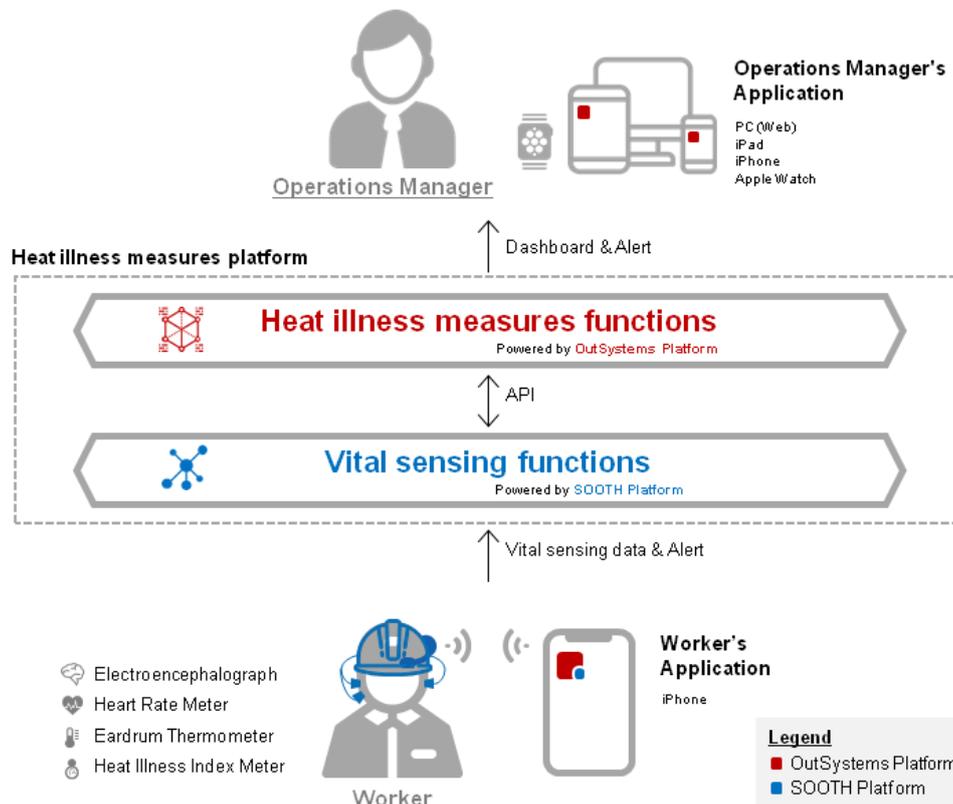
Until the solution provided by this project, it was challenging to predict the occurrence of heatstroke. However, through the use of this solution, enterprises can expect to reduce the incidence of work-related injuries caused by heatstroke and their associated costs.

As part of this project, Sooth developed the smart helmet that is the core of this solution using its SOOTH Platform, and it used the ultra-high-speed development platform OutSystems to develop the anti-heatstroke management system and the smartphone and tablet applications.

Altitude served as the main project manager for agile development and designed the overall solution from the definitions for the content and requirements of the service, introducing the ideas of a lean start-up and agile development. BlueMeme Inc., an elite partner of OutSystems, provided development services. By rapidly accelerating the cycle from development to review, OutSystems achieved the desired development speed that resulted in improved productivity.

The SOOTH Platform, which served as the foundation for this solution, evolved from AOI Pro.'s VR Insight™, which received the Most Innovative App Award at the OutSystems Innovation Awards 2017.

Overall Structural Image of the Anti-Heatstroke System



Comment from Sooth's CEO Yasutoshi Nukada

"Sooth is a creative company that designs lifestyle, industrial, and social experiences from the results of biological response analyses, which are conducted on the experience design SOOTH Platform. This platform uses biological responses as data and focuses on sensing vital signs. This project was meant to further advance and develop the SOOTH platform as a solution-based service so that it would be adopted by more industries and businesses."



Sooth's CEO Yasutoshi Nukada (center)
and Director Yukio Kitano (left)
with Altitude's CEO Yusuke Imaoka (right)

Comment from Sooth's Director and CTO Yukio Kitano

"I am ecstatic that our latest endeavor has received an award. Heatstroke is a serious problem, with a high incidence rate in Japan's hot and humid climate. Specifically, it leads to work-related injuries in the construction, manufacturing, and transport industries, among others. The need for a solution has been growing. Through this initiative, we focused on people (workers and their managers) and analyzed on-site operations in order to redesign the experience of workers, based on our considerations of how to lower the psychological barriers to implementation. To implement the experience we designed, we combined the SOOTH Platform with the innovative development OutSystems Platform, allowing us to complete the anti-heatstroke system in just three months. In terms of systems development, we introduced agile development and used the powerful driving forces and development abilities of Altitude and BlueMeme to immediately incorporate on-site feedback. This allowed us to design an experience that was familiar to the workers and include it in the system. We will continue to broadly expand this solution and, by leveraging the features of OutSystems, realize an expandable system that can immediately incorporate on-site feedback. Furthermore, as heatstroke could prove to be a major risk for the increasing number of visitors expected in Japan, we would like to promote risk mitigation through the system's alerts. In various scenarios and use cases besides heatstroke, Sooth designs experiences that focus on people, and by combining the SOOTH Platform and the OutSystems Platform, we will continue to create new experiences."

Comment from Altitude's CEO Yusuke Imaoka

"As a company that champions innovation, Altitude is greatly honored to have been involved in a project that was recognized with such an award. For the design and development of this service, we successfully adopted the ideas of a lean start-up and agile development to create the elements necessary for developing this service in just three months. This was thanks to an alliance of sensing device manufacturers, algorithm providers, and academic institutions. In addition, it was a valuable experience to develop a solution that could serve as a base for future health management systems and systems that ensure the safety and peace of mind of workers, who are facing the problem of work-related injuries due to heatstroke, which has been on the rise in recent years. This is the second year in a row I have been involved in a project that has received this award, and our company plans to use the knowledge we have accumulated to take on the challenge of developing new services that are even more innovative."

Comment from OutSystems Asia-Pacific Region Vice President Mark Weaser

"The OutSystems Innovation Awards grant awards to companies that develop innovative and cutting-edge applications using the OutSystems Platform. Sooth's Anti-Heatstroke Project received the Human Impact Award because it promises to have an impact on improving people's working conditions by combining biological data analysis with multi-device applications."

Corporate Profile

SOOTH Inc.

Representatives: Yasutoshi Nukada, CEO; Yusuke Imaoka
Address: Ark Hills South Tower 16F WeWork, 1-4-5 Roppongi, Minato-ku, Tokyo
Established: February 1, 2018
Capital: 320,000,000 yen (including capital reserves)
Business outline: Experience-based design consulting, content design, and production through data accumulation and application, data platform service provision, and service/solution development
Website: <https://www.sooth.co.jp>

Altitude Inc.

Representative: Yusuke Imaoka, CEO
Address (head office): Ark Mori Building 12F, 1-12-32 Akasaka, Minato-ku, Tokyo
Established: February 27, 2014
Business outline: Consulting for market and new business creation, expansion, and optimization focused on technological innovation and technology; data provision and consulting related to corporate management strategy planning, other forms of productivity improvement, and overall corporate management; consulting related to new business incubation and partnering overseas (in Silicon Valley and other locations); B2B service provision for tasks related to new business incubation, platform operations, and platform enhancement
Website: <https://www.altitude.co.jp/>

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