

For Immediate Release

IIJ to Offer 4K/HEVC Compatibility and Hard Disk Delivery Options for the IIJ GIO Cloud Transcode Package

TOKYO—November 4, 2014—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it has enhanced the functionality of the IIJ GIO Cloud Transcode Package and will immediately start offering two options, described below. IIJ GIO Cloud Transcode Package is a solution that can convert video files uploaded to the cloud to a variety of formats for streaming.

1. 4K/HEVC compatibility option

As the 2020 Tokyo Olympic and Paralympic Games approach, it is anticipated that it will be common to distribute videos in 4K ultra high definition. These videos contain eight times as much information as the previous generation of full-HD videos, so it will be necessary to compress these large volumes of data efficiently. To meet this demand, the IIJ GIO Cloud Transcode Package now offers a “4K/HEVC compatibility option”, which delivers compatibility with HEVC (High Efficiency Video Coding, H.265)—the latest video compression technology and a requirement for distributing 4K videos. By selecting this option, video distribution and broadcasting customers can easily convert 4K videos to the optimal format for distribution to households—in the cloud and without needing to own transcoding software or server equipment themselves.

The IIJ GIO Cloud Transcode Package uses Cambria FTC software developed by U.S.-based Capella Systems.

2. Hard disk delivery option

This option copies original master video files to hard disks for transport, delivers the disks via a courier service, and uploads the files on behalf of the customers. The customer simply downloads the data uploaded to the server in the cloud, which have already been automatically transcoded and processed. By selecting the hard disk delivery option, customers can dispense with the need to upload high-volume files and avoid bandwidth bottlenecks from uploading. This option is available only on weekdays.

The hard disk delivery option is provided through NTT DATA Smart Sourcing Corporation and uses the company's content handling services.

IIJ will demo the IIJ Cloud Transcode Package at the IIJ booth at the following event:

Name	INTER BEE CONNECTED (Part of Inter BEE 2014)
Date/time	Wednesday, November 19, to Friday, November 21, 2014 10:00 am to 5:30 pm (until 5:00 pm on the last day of the event)
Venue	Makuhari Messe Exhibition Hall 6, booth number 6703

IIJ will continue to develop video distribution solutions using the latest technologies to meet the needs of the day.

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IIJ's services include high-quality systems integration, cloud computing/data center services, security services, and Internet access. Moreover, IIJ has built one of the largest Internet backbone networks in Japan that is connected the United States, the United Kingdom and Asia. IIJ was listed on NASDAQ in 1999 and on the First Section of the Tokyo Stock Exchange in 2006. For more information about IIJ, visit the IIJ Web site at <http://www.ij.ad.jp/en/>.

The statements within this release contain forward-looking statements about our future plans that involve risk and uncertainty. These statements may differ materially from actual future events or results. Readers are referred to the documents furnished by Internet Initiative Japan Inc. with the SEC, specifically the most recent reports on Forms 20-F and 6-K, which identify important risk factors that could cause actual results to differ from those contained in the forward-looking statements.

For inquiries, contact:

IIJ Corporate Communications

TEL: +81-3-5205-6310 E-mail: press@ij.ad.jp

URL: <http://www.ij.ad.jp/>