

## ***For Immediate Release***

### **IIJ Expands Wireless M2M Services Lineup**

*-- Offering wireless data communications services for M2M applications starting at JPY 300 monthly --*

TOKYO—February 5, 2014—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced it strengthens its lineup of wireless Machine-to-Machine (M2M) services with two new M2M data communications services, IIJ Mobile M2M Access Service and IIJ SMS Push Service, to be launched on February 17.

Wireless M2M refers to wireless communications systems that allow devices such as sensors, gauges, and vending machines to communicate directly with centralized data collection systems without human intervention. The field of wireless M2M is expected to show strong growth as more and more devices connect directly to networks. Business applications such as traffic control, fire alarms, security systems, and logistics are already common, and advances in wireless M2M applications are being made in areas such as automatic data collection. IIJ Mobile M2M Access Service is a less expensive version—repurposed expressly for wireless M2M—of the high-speed data communications service, IIJ Mobile Service, which IIJ already offers for enterprise customers as an MVNO. In addition, IIJ begins offering IIJ SMS Push Service, a system for controlling transmission of SMS (short message service) to M2M devices.

#### **IIJ Mobile M2M Access Service**

IIJ's wireless M2M solutions are communications systems that enable secure, two-way communications between devices via specialized data center gateways, such as the IIJ GIO Remote Access Service and the IIJ Mobile Large-Scale Private Gateway Service. The IIJ Mobile M2M Access Service provides wireless data communications from the device to the gateway for as little as JPY 300 per month. Connections from the device are limited to the gateway only to ensure the security of data transmission to company-internal systems and systems on the IIJ cloud. Two rate plans are offered so that customers enable to choose the one that is best for them, depending on their applications: Plan A offers high-speed communication but only at night, while Plan B offers 24-hour communication but only at slower speeds. The system for controlling the time of access under Plan A is the first of its kind in the industry.

## Specifications and rates

	Plan A	Plan B
Time window for data communications	10 p.m. - 6 a.m. (JST)	24 hours
Communications speeds	Download max 150 Mbps Upload max 50 Mbps (depending on communications speed of device)	Upload/Download max 200 kbps
Uses and Applications	Communications at night only, through batch processing, etc.	If data is transmitted constantly but in low volumes, as, for example, from a measuring device
Initial fees	JPY 30,000 per contract	
Registration fees	JPY 3,000 per device	
Monthly charges	JPY 300 per device (JPY 440 if SMS is used) Additional fees will be levied at a rate of JPY 0.01 x 128 bytes, if monthly data volume exceeds 30 MB x the number of circuits contracted.	JPY 460 per device (JPY 600 if SMS is used) Additional fees will be levied at a rate of JPY 0.01 x 128 bytes, if monthly data volume exceeds 30 MB x the number of circuits contracted.
Minimum usage period	Free	
Modules provided	Standard SIM, micro SIM, nanoSIM	

(\*) Rates indicated do not include taxes.

(\*) Use of IIJ Mobile M2M Access Service requires agreements of related services for:

IIJ GIO Remote Access Service , IIJ Mobile Large-Scale Private Gateway Service, and IIJ Authentication Outsource Service

## **IIJ SMS Push Service**

This service pushes SMS notifications to many devices.

### **Specifications and rates**

Main features	Management and clustering of target circuits Writing of messages (up to 70 single-byte or double-byte characters) Scheduling transmission of messages Logging transmission of messages
Initial fees	JPY 50,000 per contract
Monthly charges	JPY 20,000 per contract
Message transmission costs	JPY 15 per message
Minimum usage period	Free

(\*) Rates indicated do not include taxes.

(\*) Messages may be sent only to IIJ Mobile M2M Access Service.

(\*) This service uses the Karaden Push service provided by NTT Mediacross, Inc.

IIJ will continue to expand its services optimized for wireless M2M services.

### **About IIJ**

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, 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.iij.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.*

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**【Correction and apology】**

We would like to make the following corrections regarding the Main features of IIJ SMS Push Service.

**error)**

Editing of messages (up to 70 single-byte or double-byte characters), setting time of use

**correction)**

Writing of messages (up to 70 single-byte or double-byte characters)

We sincerely apologize for the mistake.