

July 23<sup>rd</sup>, 2019



FOR IMMEDIATE RELEASE

### AIDIS Inc. Corporate Logo Renewal

AIDIS Inc. (Head Office Location: Shibuya-ku, Tokyo; CEO Hitasoshi Hayakashi, hereinafter referred to as AIDIS) announces that its corporate logo will be renewed and will be put into use sequentially from July 24<sup>th</sup>, 2019.


AIDIS's first independent work, "LAST CLOUDIA" (Japanese version), released on April 15th and has over 500,000 users, has steady sales as well as a steady amount of users. AIDIS is looking forwards, towards global expansion and building a global brand image, working with world-renowned designer Rob Janoff, the designer for the logo of Apple Inc.

New corporate logo design concept by Mr. Janoff



Expressing the Japanese traditional techniques of “Knits” and “Knots” as a visual image, fusing with the “infinite possibilities” of our company, joined power of the staff, passion-filled business lines, determination to create the best possible contents are all being reflected in the design. The new corporate logo is a perfect for our brand that combine the everyday and traditional Japanese culture, yet the cutting edge and passionate elements as a technology company are perfectly revealed.

A special message from Mr. Janoff

CONGRATS GUYS ON YOUR  
NEW AIDIS LOGO!  
ALL THE BEST,  
DBL 

Starting with the renewal of the corporate logo, AIDIS will proactively incorporate cutting edge technology to expand its business lines and prepare its impeccable organization structure as the starting line of global expansion. We sincerely ask you to witness the growth of AIDIS together with us.

\*Apple is a trademark of Apple Inc. registered in the US and various other countries.

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