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Toshiba Digital Solutions Corporation
Toshiba Asia Pacific (Thailand) Co., Ltd.

Toshiba Launches Overseas Business in ifLink, its Open IoT Platform for Easy Access to IoT Services

- Starting ifLink business in Thailand, aiming to develop global business -

Toshiba Digital Solutions Corporation (Toshiba Digital Solutions) and Toshiba Asia Pacific (Thailand) Co., Ltd. (TATC), a Toshiba Group subsidiary, today brought an innovative, cost effective approach to IoT development to the Thai market with the launch of ifLink , built on the ifLink platform (ifLink) provided by Toshiba Digital Solutions. This is the first ifLink business outside Japan, and TATC is responsible for software license sales and customer support.

ifLink is an open IoT platform service that makes it easy to combine various IoT devices and web services into modules, connect to a cloud-based application platform and to define device operation with if-then (condition-action) rules. In Japan, ifLink has won support from over 100 companies and schools, and Toshiba Digital Solutions has provided ifLink licenses to Japanese companies in many different business sectors.

In Thailand, IoT implementation has been held back at some manufacturing sites by a lack of know-how and high introductory costs. TATC is collaborating with the Technology Promotion Association (Thailand-Japan) (TPA), a non-profit set up to transfer and disseminate Japan's latest IoT technologies and know-how in Thailand and to develop human resources. TATC has examined and confirmed that ifLink can be applied to kaizen activities at manufacturing sites participating in the Project of Smart Monodzukuri Support Team in Thailand that TPA is promoting as part of its effort to develop human resources for DX.

In November 2024 and January 2025, Toshiba held hands-on seminars for project instructors who assist in transferring digital technology to local personnel and TPA member companies covering the practical use of ifLink to set up IoT. Seminar participant found ifLink user-friendly, even for people with limited knowledge of IoT, which prompted Toshiba Digital Solutions and TATC to launch the ifLink business in Thailand for Thai manufacturing companies, including TPA members. Toshiba Digital Solutions provides the ifLink software, and TATC handles software license sales, device setup, and customer support in English and Thai.

In Thailand, TATC will offer a trial service leading to a full license. It provides one month's use of the ifLink Starter Kit -- an Android smartphone with the ifLink app installed, a data communications device, and sensors -- and costs 10,500 baht (approximately 310 USD*) from



TATC. Users can start using ifLink without preparing any devices themselves. Once users have used the trial service to confirm ifLink's effectiveness, they can purchase the full license. It is a subscription service with a basic monthly license fee of 5,740 baht (approximately 170 USD*), plus the cost of an Android smartphone and the devices and sensors, and a one-time setup fee. The monthly subscription service fee may vary, depending on the sensors used. TPA members that participated in TPA's ifLink seminar will receive a special price.



The ifLink Starter Kit for the trial service

Toshiba Digital Solutions and TATC target sales of 100 ifLink Starter Kit licenses to manufacturers in Thailand over the three years to fiscal year 2027. They will also seek business partners to provide IoT solutions built on ifLink.

Toshiba Digital Solutions is considering taking the ifLink business in Asia-Pacific beyond Thailand, and aims to grow an ifLink-based open IoT business ecosystem in Japan and internationally.

About the ifLink platform:

<https://www.global.toshiba/ww/products-solutions/ai-iot/iflink.html>

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* The amount is converted at a rate of 1 THB = 0.0296 USD.

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- The information in this press release, including service details, prices, specifications, related links, and contact

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