

For Immediate Release

IIJ Adds New Multi Device Streaming/VoD Capabilities to the IIJ Contents Delivery Service

-Provides streamed content optimized for a wide range of media devices including tablet computers and smartphones-

TOKYO—July 16, 2013—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 added Multi Device Streaming/VoD capabilities to its IIJ Contents Delivery Service, which provides a high-quality and stable distribution platform. These new features are being offered from today.

With the rapidly spreading popularity of smart devices in recent years, a wide range of terminals besides PCs—such as tablet computers, smartphones, and game consoles—are being used to watch and listen to Internet, video, and audio content. In line with this trend, companies that distribute content are required to deliver files in formats compatible with many kinds of devices. Because storing these files requires considerable more storage capacity, these companies are facing greater operational loads and rising costs.

Until now, IIJ has offered an ideal distribution system for video streaming compatible with Flash Video and Windows Media through its IIJ Contents Delivery Service. For the new Multi Device Streaming/VoD services, IIJ has employed HTTP, which is increasingly being used as a distribution protocol for video and audio content in recent years. This allows compatibility with Adobe HTTP Dynamic Streaming (HDS), a format designed for delivery to PCs, and Apple HTTP Live Streaming (HLS), which is suitable for smart devices. Consequently, since an mp4 file can be uploaded, the service enables large-scale distribution of HDS and HLS content from IIJ’s delivery server farm. Moreover, customers can significantly reduce costs for storage and lighten their operational loads by using the IIJ Contents Delivery Service to optimally distribute content to PCs and various devices such as tablet computers and smartphones.

IIJ will continue expanding its service features to proactively provide customers with new functionality and ease of use.

Price List

Initial fees*1

Initial setup fee	JPY 200,000
Same day response fee*2	JPY 300,000
Additional disk capacity	Free of charge
Japan-only distribution option*3	JPY 100,000
IPv6 option*3 *4	JPY 200,000

Monthly fees*1

Monthly fee	Estimated for each circumstance based on bandwidth
Disk capacity	JPY 10,000/10GB
Japan-only distribution option*3	JPY 150,000
IPv6 option*3	Free of charge

*1 Prices shown do not include tax.

*2 Not necessary for normal delivery response.

*3 The Japan-only distribution and IPv6 options cannot be used simultaneously.

*4 The initial fee will be waived with ordering this option from the beginning.

About the IIJ Contents Delivery Service

The IIJ Contents Delivery Service employs a large-scale distribution platform directly connected to IIJ's high-capacity backbone network. As a service for delivering content to customers, it provides an optimum system environment needed to distribute content such as popular websites, large files, and video streaming over broadband networks. This allows customers to stably deliver content at high quality without the need for onsite facilities.

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 to the United States and the United Kingdom. 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.

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