

Sourcenext Unveils U.S. and Canada Distribution Plans for Voice Translation Device Powered by Travis

Pocketalk Will Empower Speakers of 63 Different Languages to Understand Each Other

PALO ALTO, CA – December 22, 2017 – [Sourcenext \(TYO: 4344\)](#), Japan's largest distributor and creator of products that inspire joy and move the world, today announced that it has entered into an agreement with Travis BV, a Dutch startup founded to improve connections between people, to exclusively distribute Travis' pocket translator device in the U.S. and Canada, under the brand name 'Pocketalk™.'

Pocketalk is a portable, AI-powered instant voice translation device from Sourcenext that breaks down language barriers, empowering users to communicate in full, two-way conversations using 63 different languages. The device will make its global press debut at CES 2018 in the Las Vegas Sands Expo, Hall G, booth 53341, following a successful launch in Japan in October.

"We see a tremendous opportunity to help break down language barriers with technology, and that's manifested in our work with acquiring the Rosetta Stone Japan entity earlier this year and launching iGotcha, the voicemail translation app we introduced last year" said Noriyuki Matsuda, CEO and founder of Sourcenext. "Travis' device is impressive from the moment you pick it up -- it fully delivers the promise of instant voice translation that was purely science fiction until now. We released it in Japan to a tremendous response, and now we're looking forward to putting Pocketalk into consumers' hands and getting more Americans and Canadians traveling, talking and connecting."

Pocketalk will be available in both white and black, has an MSRP of US \$199, and will begin shipping starting May 2018. The device works with WiFi, mobile data, or your personal hotspot, and leverages persistent translation services including the ongoing research of the Travis Foundation, Travis Cloud, and others. It was originally introduced as Travis the Translator in a wildly successful global crowdfunding campaign in January 2017.

"At its core, our mission is to improve the way people communicate. In Sourcenext, we found a partner with the critical distribution and sales experience that will realize the full potential of our technology, and help us become an integral part of the world as a community," said Travis co-founder and CEO Brend Kouwenhoven.

For more information on Pocketalk, visit <http://www.sourcenext.com/product/pocketalk/>.

About SOURCENEXT:

SOURCENEXT (TYO: 4344) creates products that inspire joy and move the world. The #1 software publisher & distributor in Japan, Sourcenext works with global companies to launch their successful mobile apps, desktop software, and IoT devices, in multiple territories. Building on over 21 years of software publishing experience in Japan, Sourcenext leverages brand trust, top retailer relationships, and an extensive distribution

network to offer a unique, full-service market penetration program to help grow market share for sustained profitability. Companies like Bitdefender, Evernote, Fitbit, MAGIX Software GmbH, Rosetta Stone Ltd., and more have launched successfully with Sourcnext as a partner.

For more, visit www.sourcnext.com/us/

About Travis:

Travis introduces new wave of translation technology through innovations that combine hardware and software. Their solutions focus on connecting cultures, supporting bilingual conversation and enabling opportunities that weren't previously possible. As a company that prides itself on inter-human connectivity, meaningful partnerships with refugee and aid organisations also contribute to social impact goals.