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Arria NLG plc
("Arria NLG", or "Arria")

Product Launch - Articulator Lite

Arria NLG (AIM: NLG), a leader in artificial intelligence ("AI") and natural language generation ("NLG"), is pleased to announce the private beta launch of Articulator Lite, a cloud-based toolkit that allows users to build their own applications that create content from data.

Arria recognises the demand from users to be able to build their own NLG applications with the option of hosting on-premises or delivery via cloud Application Programming Interfaces (APIs).

Articulator Lite - A-Lite for short - makes simple NLG solutions available to everyone. A-Lite is a toolkit that allows users who might not be specialist developers to build their own NLG applications using many of the key functionalities of Arria's patented technology suite.

Acknowledging customer demand, Arria has developed an everyday tool that allows users to plug in their data and configure elementary rules to generate content in a matter of hours. The tool can be used to generate content such as stock reports, product descriptions, crime trend reports or sales updates from any structured dataset.

Currently in private beta, Arria is working with users to tailor the A-Lite toolkit based on their feedback before opening the public beta later this year. During the beta, A-Lite will be free to users. A-Lite is expected to be fully released to the market in 2017 as a Software as a Service product, when a tiered pricing structure will be introduced. Prospective users can request an invite to the private beta at www.aria.com/nlg-cloud.

A-Lite is the first of two self-service software development toolkits that make up Arria's NLG Cloud. The second, a tool for professional software developers called Articulator Pro, is expected to be available in 2017.

Dr. Robert Dale, Chief Technology Officer at Arria NLG, commented: "Up until now, real Natural Language Generation has been available only to enterprises who purchase large and expensive applications. Arria's self-service NLG tools change all that, going beyond the simpler approaches of our competitors to bring real NLG capabilities to anyone who wants to automate content creation from data."

For further information, please visit www.aria.com or contact:

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Arria NLG

Arria NLG's core product is known as the Arria NLG Platform, a form of artificial intelligence software, specialised in extracting information from complex data sources and communicating that information in natural language (i.e. as if written by a human). The scientific foundation for the Arria NLG Platform is based on more than 30 years of research and development by the Arria Data2Text Founders at the University of Aberdeen. For

additional information, visit www.arria.com. Follow Arria NLG on [Twitter](#), [LinkedIn](#), [Google+](#) and [YouTube](#).

About Articulator Lite

Articulator Lite is a software development toolkit (SDK) that makes it possible for anyone to create and automate content from data using Natural Language Generation (NLG). The tools are available as cloud-based software that gives users everything they need to build their own NLG applications, such as stock reports, product descriptions, crime trend reports or sales updates, from any structured dataset. Applications built using A-Lite can be hosted on-premises or delivered via Arria's cloud APIs, providing access to patented precision Natural Language Generation technology from Arria NLG. Visit www.arria.com/nlg-cloud to request an invite to the A-Lite beta.