



Aurora Mobile Showcases AI Solutions for Customer Engagement at Tokyo's AI Expo Summer 2026

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SINGAPORE, Sept. 03, 2026 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services, showcased its AI solution portfolio at AI Expo Summer 2026, organized by Alsmiley and held at Shinjuku Sumitomo Building Triangle Plaza in Tokyo.

At Booth D-3, the Company presented live demonstrations of [EngageLab](#), its AI-first customer engagement platform, together with [GPTBots.ai](#), Aurora Mobile's enterprise-grade AI agent platform, and [Modellix.ai](#), Aurora Mobile's one unified platform for all AI media generation. Booth conversations centered on customer support and engagement automation, AI deployment pathways, and scalable visual content production. The live demonstrations and follow-up discussions highlighted how Japanese enterprises can begin with a priority workflow—such as customer support or content production—and expand over time within a broader solution portfolio.



Aurora Mobile demonstrates its AI solution portfolio at Booth D-3 during AI Expo Summer 2026 in Tokyo

Showing AI Customer Engagement in Real Workflows

At Booth D-3, Aurora Mobile Japan presented EngageLab as an AI-first customer engagement platform built on unified customer data and multi-channel delivery. EngageLab brings together customer communications, marketing automation, and customer support, including EngageLab LiveDesk, with AI agents powered by GPTBots.ai.

Rather than relying on product descriptions alone, the demonstration enabled visitors to evaluate live workflows and see how AI agents and human operators can work together within a single platform—not as a standalone chatbot, but as part of day-to-day business operations.

AI Support and Service Automation Drew Strong Interest Across Industries

That practical, workflow-based approach was also reflected in the questions visitors raised most often. Among the topics that resonated most were AI-assisted customer support and workflow automation.

Visitors from financial services frequently asked about call-center automation and AI-assisted agent support to reduce frontline workload. Teams from the utilities sector explored AI-assisted Q&A and chatbot deployment for service workflows. IT services firms showed particular interest in workflow design within EngageLab, as well as in GPTBots.ai as a foundation for building client-facing AI services. Visitors from transport and tourism focused on use cases requiring timely customer response and continuous engagement, including AI as a first point of contact with seamless handoff to specialists.

EngageLab and GPTBots.ai drew particular interest from enterprises evaluating practical pathways to service and support automation.

Visual Content Production Emerged as Another Key Topic

A second major area of interest came from visitors focused on content, creative, marketing, and tourism use cases. These visitors were looking for faster image and video production without having to manage multiple model providers.

Aurora Mobile Japan demonstrated Modellix.ai as a single platform for AI media generation, offering one account and one API gateway for product imagery, advertising creative, and video generation across leading visual models.

A Modular Approach Backed by Local Support

"What enterprises really need is not just another AI tool, but a practical starting point for real business implementation," said Akio Mitobe, CTO of Aurora Mobile Japan K.K. "Many start with AI customer service and customer engagement, then build on the same foundation to gradually expand into broader workflow automation and visual content production. That is why we presented EngageLab together with GPTBots.ai and Modellix.ai as a modular solution portfolio."

Aurora Mobile Japan K.K. continues to support local implementation across EngageLab, GPTBots.ai, and Modellix.ai, enabling organizations to start with the workflow that matters most and expand within the same solution portfolio.

About GPTBots.ai

[GPTBots.ai](#) is an enterprise-grade AI agent platform under Aurora Mobile (NASDAQ: JG), offering no-code/low-code AI agent development, deployment, and management for enterprise clients. Through multi-model LLM integration and intelligent workflow automation, GPTBots.ai empowers organizations to enhance customer service, optimize knowledge management, and automate business processes, driving digital innovation and transformation worldwide.

GPTBots.ai's global customers include Axios Management, GP Batteries, Echosens China, and many more.

For more information, please contact: marketing@gptbots.ai

About EngageLab

[EngageLab](#) is an AI-first customer engagement platform that helps you build stronger customer relationships with AI agents, unified customer data, and reliable delivery across channels.

EngageLab's global customers include Dhgate, HelloRide, The Consejo Nacional Electoral (CNE) of Ecuador, J&T Cargo, Blurams and many more.

For more information, please contact: marketing@engagelab.com

About Modellix.ai

[Modellix](#) is Aurora Mobile's premier unified platform for AI media generation. It enables developers and enterprises to generate, track, and scale content using world-class models through a single, secure, and transparent API.

For more information, please contact: marketing@modellix.ai

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services. The Company is dedicated to empowering global enterprises with stable, efficient, and intelligent customer interaction solutions. Leveraging its first-mover advantage in mobile messaging, Aurora Mobile has evolved into a comprehensive platform that integrates Omnichannel Engagement, AI-Driven Marketing, Advanced AI Customer Support, and Frictionless Identity Security. Through its flagship brand EngageLab and its robust AI infrastructure GPTBots.ai, the Company helps businesses achieve seamless customer reach, automate complex marketing journeys, and optimize service efficiency with AI agents, accelerating digital transformation for clients worldwide.

For more information, please visit: <https://ir.aurora-mobile.com/>.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, the Business Outlook and quotations from management in this announcement, as well as Aurora Mobile's strategic and operational plans, contain forward-looking statements. Aurora Mobile may also make written or oral forward-looking statements in its reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Aurora Mobile's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Aurora Mobile's strategies; Aurora Mobile's future business development, financial condition and results of operations; Aurora Mobile's ability to attract and retain customers; its ability to develop and effectively market data solutions, and penetrate the existing market for developer services; its ability to transition to the new advertising-driven SAAS

business model; its ability to maintain or enhance its brand; the competition with current or future competitors; its ability to continue to gain access to mobile data in the future; the laws and regulations relating to data privacy and protection; general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/61f92c35-6275-4a67-b89e-ae7e86c1bf48>