



## **JBlend™ to be demonstrated on Freescale 3G platform with NVIDIA at 3GSM World Congress 2006**

### ***Visit Freescale Semiconductor booth, #B37***

BARCELONA, Spain – February 14, 2006 – Aplix Corporation (TSE: 3727) announced today that they are collaborating on a platform to feature their JBlend™ Java™ technology running on Freescale's ARM11 processor with an optional NVIDIA graphics processing unit (GPU). These chipsets, when combined with the JBlend platform, result in a leading-edge demonstration, showcasing the depth and breadth of Java on mobile devices.

At the heart of the demonstration is Freescale's i.MX31L multimedia applications processor. The i.MX31L features an ARM11™ processor core, designed to deliver high fidelity audio, as well as video playback, capture and conferencing for a stunning multimedia experience. The NVIDIA® GoForce® 5500 handheld graphics processing unit (GPU) compliments the i.MX31L multimedia capabilities maximizing the user experience for graphical Java applications, such as those using the Mobile 3D API (JSR-184). The ARM11 processor core is also at the heart of the Freescale's Mobile eXtreme Convergence MXC300-30 3G platform.

"Our customers have come to know Aplix as the worldwide leader for Java on mobile phones," said Wesley Kuo, President and Chief Strategy Officer of Aplix Corporation. "Aplix continues this trend by constantly supporting new processor technologies, as highlighted in this exciting demonstration. We are very encouraged by our recent cooperation with Freescale and NVIDIA. Our partnerships with Freescale and NVIDIA enable us to integrate the leading features of JBlend with their offerings."

"Consumers demand Java-driven applications on their mobile phones," said Brandon Tolany, operations manager of the multimedia applications division for Freescale Semiconductor. "Given our market leading family of i.MX applications processors, 3G platforms and revolutionary MXC architecture, coupled with the expertise and portfolio of Aplix and NVIDIA, this collaborative demonstration provides the solutions manufacturers need to deliver true multimedia-enabled handsets."

"The combination of Freescale's i.MX processor and the NVIDIA GoForce 5500 handheld GPU provides the ultimate 3D performance platform for the Aplix JBlend Java solution," said Michael Rayfield, general manager of handheld GPUs at NVIDIA. "In addition, NVIDIA's close collaboration with Aplix ensures that content is fully optimized to take advantage of hardware acceleration for a compelling and immersive user experience."

The 3GSM World Congress 2006 will be held from February 13 - 17 in Barcelona, Spain. The demonstration will be in Freescale's stand, located at B37.



## ■ About Aplix Corporation

Aplix Corporation is the global leader in deploying Java technology in mobile phones. Aplix was first established in 1986 and has been a Sun Java licensee since 1996. Aplix was publicly listed on the Tokyo Stock Exchange (Mothers) in 2003. On August 24, 2004 Aplix and the Taiwan based company iaSolution finalized the integration of the corporations.

Headquarters: Tokyo

Regional offices: San Francisco, Munich, Taipei, Shanghai, Beijing, and Korea (in progress)

For more information, please visit: [www.aplixcorp.com](http://www.aplixcorp.com) and [www.iasolution.net](http://www.iasolution.net)

## ■ About the JBlend Platform

The JBlend platform is the de facto solution for running Java applications and services in consumer electronics devices, including mobile phones. The platform has been licensed by over 50 companies as of December 2005.

JBlend technology:

- Sets the pace by maintaining market leadership through innovation.
- Has proven results, enabling first-to-market deliveries for our customers.
- Over 150 million mobile phones and consumer electronics devices have been shipped with JBlend as of September 2005.

## ■ About NVIDIA Corporation

NVIDIA Corporation is the worldwide leader in programmable graphics processor technologies. The Company creates innovative, industry-changing products for computing, consumer electronics, and mobile devices. NVIDIA is headquartered in Santa Clara, CA and has offices throughout Asia, Europe, and the Americas. For more information, visit [www.nvidia.com](http://www.nvidia.com).

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