



## Aplix To Offer Full Operator Certified Build-To-Order (BTO) Solution for QUALCOMM Chipset

TOKYO, JAPAN – May 18, 2006 – Aplix Corporation (TSE: 3727) announced today that it will be designing and developing mobile phone software for QUALCOMM's Mobile Station Modem™ (MSM™) MSM6280™ chipset platform. With the different middleware / software partners it has lined up, Aplix's customers will be offered by Aplix a total software solution that conforms to the specifications of different operators, with initial availability for the Japan market.

With innovation and competition continually driving the industry, manufacturers are under tremendous pressure to develop, test and deliver devices – with ever-increasing data features and capabilities – according to the different operator specifications faster than ever before. It is a real challenge for them to meet all of these requirements, re-use them in other phone models, and replace certain components (to differentiate their models) easily in a cost efficient manner.

For authorized and interested manufacturers using QUALCOMM chipsets, Aplix aims to create and offer a Reference Implementation (RI) for each wireless operator and allow the different software components to be swapped easily between each RI. The RIs will take full advantage of QUALCOMM's BREW® solution, which enables the portability of software components across various devices. As a result, manufacturers can fulfill the different operators' requirements easily as well as utilize the same platform to create different products at lower cost and time. Furthermore, the RIs are designed in a way that various third party middleware and applications can be added easily. As a result, phone manufacturers can realize Build-to-Order (BTO) to quickly build mass-customized competitive products.

### **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

Other offices: San Francisco, Munich, Taipei, Shanghai, Beijing, Seongnam and Seoul

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

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