



**FOR IMMEDIATE RELEASE**

**PR Contacts for Press and Analysts:**

Z!ng Public Relations

Tim Cox

650-369-7784

[tim@zingpr.com](mailto:tim@zingpr.com)

## **New SANYO Camera Phone Leverages JBlend Technology to Enable Java Technology-Based Games, Animated Ringers, Screen Savers**

*Fourth SANYO Handset For U.S. Market Enables Consumers to Add Voice Messages to Wireless Pictures*

**SAN FRANCISCO, CA —May 21, 2003—** Aplix Corporation, the global leader in deploying Java™ technology in mobile phones, today announced that its JBlend™ Java virtual machine (JVM™) environment is incorporated in a new SANYO handset that arrived this month in retail outlets throughout the U.S. The SANYO SCP-8100 wireless phone with built-in camera phone is being distributed by SANYO Fisher Company and is the fourth SANYO phone for the U.S. market to incorporate JBlend technology (the others are the SANYO SCP-4900, SCP-5300 and SCP-6400).

The SANYO SCP-8100 is the first built-in camera phone that enables consumers to include a ten-second voice memo with a captured picture. Users simply add a voice memo for the captured picture, then easily record anything from descriptive comments to ambient sounds. The image can then be shared with friends and family.

Aplix's JBlend platform has been included in 43 wireless handset models from eleven different manufacturers to date. As of March 31 of this year, JBlend technology has been included in more than 20 million units of mobile phones and other home electronics devices, including mini disc camcorders, digital photo printers, digital image albums, and high- definition televisions (HDTV).

SANYO has implemented Aplix's ubiquitous JBlend technology for the new SANYO SCP-8100 handset, which incorporates the Java 2 Platform Micro Edition's (J2ME™) Connected Limited Device Configuration (CLDC), Mobile Information Device Profile (MIDP), operator-specific extensions and Aplix's patent-pending KFTT™ acceleration technology. This comprehensive platform enables users to enjoy an enhanced experience through the graphical, personalized, and interactive wireless data services now being offered in the U.S. Users will have the ability to run enhanced games, maps, and productivity applications that can be wirelessly downloaded to the phone.

(more)

“Since its introduction late last year, the combination of a built-in camera with JBlend Java support has helped create great demand for our SANYO SCP-5300 handset,” said Atsushi Kodera, group vice president, general manager of SANYO Fisher Company's Communications/Information Technology Division. “We are pleased to take this winning combination a step further with the SANYO SCP-8100 by giving our customers the ability to share their memories on-the-go in a combined sight and sound experience.”

### **About the SANYO SCP-8100 Phone**

The SANYO SCP-8100 handset provides a 1.8-inch internal TFT LCD that supports 65,536 colors and provides a rich compelling experience when viewing photos, screen savers, animated ringers and games. The 1-inch external TFT 65,536-color LCD offers users the convenience of caller ID for quickly identifying incoming calls by their number, or Photo-Caller ID, for instantaneously identifying incoming calls by viewing a previously selected image of the caller that has been linked to the handset's internal phonebook. For more information on this product, visit <http://www.sanyowireless.com>.

### **About the JBlend Platform**

The JBlend platform is the de facto solution for developing and deploying Java applications and services in mobile phones. It includes a high-performance, small-footprint Java virtual machine (JVM) for a variety of configurations (CLDC, CDC) and profiles/extensions (MIDP, i-mode, wireless messaging, mobile media); and all the porting tools and test suites needed to Java-enable a full line of consumer products. The JBlend platform supports a variety of popular operating systems and microprocessors, and has also been successfully integrated into many digital appliances and embedded devices. JBlend technology offers device manufacturers the following key benefits:

- A field-proven Java platform that is fast, stable, and robust;
- The ability to continue to use manufacturers' existing software resources, while adding the key benefits of Java technology, including outstanding scalability and ease of network support and user interface development;
- The ability to significantly shorten the product development cycle, enabling manufacturers to bring their products to market much faster than before.

### **About SANYO**

SANYO Electric Co., Ltd. (NASDAQ: SANYY) is a \$20 billion manufacturer and distributor of consumer and commercial electronics, including multimedia and telecommunication products. Based in Chatsworth, California, SANYO Fisher Company (a division of SANYO North America Corporation, a subsidiary of SANYO Electric Co., Ltd.) markets PCS phones, audio systems, portable and mobile audio equipment, televisions, DVD players, dictation machines, digital still cameras, home appliances, LCD projectors, security video equipment and air conditioning systems. For more information, visit SANYO's U.S. website at <http://www.sanyo.com>.

### **About Aplix Corporation**

Aplix Corporation is the global leader in deploying Java technology in mobile phones. The company's JBlend technology has been adopted as the standard Java runtime environment by

## Aplix's JBlend Technology Included with SANYO 8100 Camera Phone

leading wireless carriers in Japan, and has been shipped in more than 20 million mobile phones and home electronics products. Aplix was first established in 1986 and has been a Sun Java licensee since 1996. The company is headquartered in Tokyo with a subsidiary office in San Francisco and sales office in Paris.

###

### Notes to Editors:

JBlend and all JBlend-related trademarks are trademarks or registered trademarks of Aplix Corporation in Japan and other countries. Sun, Java, JVM, J2ME, and PersonalJava are trademarks or registered trademarks of Sun Microsystems, Inc. in the United States and other countries. Other product or service names mentioned herein are the trademarks of their respective owners.

### For more information:

Aplix Corporation of America: <http://www.aplixcorp.com>

Aplix Corporation: <http://www.aplix.co.jp>