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Aplix Highlights Accelerated Momentum and Mobile Phone Market Penetration at JavaOne 2003

**New Motorola PCS win, recent deployments from Casio, Hitachi, Kyocera, NEC,
SANYO, Sharp, Sony Ericsson underscore widespread adoption of JBlend platform**

SAN FRANCISCO—June 10, 2003—At this year's JavaOne Developer's Conference in San Francisco, Aplix Corporation, the global leader in deploying Java™ technology in mobile phones, is accentuating its market leadership and momentum in the mobile phone industry. Aplix is featuring more than 50 different handsets at its booth #844, including a demonstration of JBlend™ technology based on the Java 2 Platform, Micro Edition (J2ME™) Mobile Information Device Profile (MIDP) 2.0 on a Nokia 7650 handset. In addition, 30 phones and other consumer devices running Aplix JBlend technology will be showcased at Sun's JavaOne display case.

Recent announcements by Aplix underscore the widespread adoption of the company's JBlend platform:

- Yesterday, the company announced that its JBlend platform has been licensed by Motorola's Personal Communications Sector (PCS) to provide the J2ME execution environment for the Motorola V600 handset. The V600 was announced earlier this year and is expected to be one of the first mobile phones available on the market to support the J2ME MIDP 2.0 profile. Motorola is Aplix's first US-based handset customer.
- Other notable recent news include deployment of JBlend technology in SANYO's SCP-8100 camera phone for Sprint PCS VisionSM in the U.S. market; and deployment of J-PHONE handsets, models J-N51 by NEC and J-SH53 by Sharp, and KDDI handsets, models A5401CA by Casio, A5303H II by Hitachi, A5305K by Kyocera and A5402S by Sony Ericsson in the Japanese market.
- Additionally, shipment has now commenced in Japan of mobile phones that combine the JBlend KFTT™ software acceleration with third-party hardware acceleration technology.
- Last month, Aplix announced that its JBlend platform has been included in more than 20 million phones in the hands of consumers worldwide.

(more)

About the JBlend Platform

The JBlend platform is the de facto solution for running Java applications and services in mobile phones. It includes a high-performance, small-footprint Java virtual machine™ for a variety of configurations (CLDC, CDC) and profiles/extensions (MIDP, i-mode DoJa, Sprint and others); 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 in 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 Aplix Corporation

and home electronics products. Aplix was first established in 1986 and has been a Sun Java licensee since 1996. It is headquartered in Tokyo with an affiliate in San Francisco and an office in Paris.

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