

## **Aplix's JBlend™ Technology Exceeds 50 Million Shipments in Mobile Phones and Consumer Electronics Devices**

**Tokyo, JAPAN, August 13, 2004** – Aplix Corporation (head office: Shinjuku-ku, Tokyo; CEO: Ryu Koriyama), the global leader in deploying Java™ technology in mobile phones, today announced that its JBlend™ platform has shipped in more than 50 million mobile phones and consumer electronics devices.

In November of 1999, the first JBlend-enabled consumer electronic device was shipped to the market, followed by the first JBlend-enabled mobile phone in March of 2001. Since then, the deployment of JBlend technology has increased at a staggering rate, reaching over 55 million shipments as of June 2004. These milestones were achieved due to the worldwide adoption of JBlend technology by various manufacturers, as well as the overall successes of the Java market.

### <JBlend™ - Track Record of Deployment >

07.2002	Passes 10 million shipments
03.2003	Passes 20 million shipments
09.2003	Passes 30 million shipments
06.2004	Passes 55 million shipments

### **About Aplix Corporation**

Aplix Corporation is the global leader in deploying Java technology in mobile phones. The company's JBlend technology has been publicly licensed by 13 handset manufacturers and deployed in mobile phones offered by wireless operators around the world. Aplix was first established in 1986 and has been a Sun Java licensee since 1996. The company is headquartered in Tokyo with subsidiary operations in San Francisco and Munich. In December of 2003, the company was publicly listed on the Tokyo Stock Exchange (Mothers). For more information: [www.aplix.co.jp](http://www.aplix.co.jp)

### **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 deployed by 13 handset manufacturers on over 100 mobile phones as of June 2004. JBlend technology:

- Sets the pace by maintaining market leadership through innovation.
- Has proven results, enabling first-to-market deliveries for our customers.
- Over 55 million mobile phones have been shipped with JBlend as of June 2004.

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Notes to Editors:

JBlend and all related trademarks thereto are trademarks or registered trademarks of Aplix Corporation in Japan and other countries. Java and all other Java-based marks are trademarks or registered trademarks of Sun Microsystems, Inc. in the United States and other countries. All other product or service names are the property of their respective owners.

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