



Aplix to Provide JBlend™ Platform for Samsung E860v Mobile Phone

TOKYO, JAPAN - SEPTEMBER 1, 2005 - Aplix Corporation (TSE: 3727), the global leader in deploying Java™ technology in mobile phones, announced today that its JBlend™ platform has been licensed by Samsung and has been shipped with the Samsung E860v mobile phone.

The Samsung E860v is the first phone to include the JBlend platform, with many additional JBlend-enabled phone models to be shipped in the next few months.

The JBlend software to be used in the E860v conforms to Java Technology for the Wireless Industry (JTWI™) 1.0 [JSR-185], the Mobile 3D Graphics API [JSR-184], and the Vodafone Group Plc VSCL 2.0. It also incorporates HI Corporation's 3D rendering engine. The support for these standards by the JBlend platform will enable a variety of compelling content for mobile phone users to enjoy, including games and multimedia applications.

"Samsung's decision to license the JBlend platform has been a great event in our companies' history," said Wesley Kuo, President and CSO of Aplix Corporation. "With their adoption of our JBlend platform, we anticipate a mutually beneficial partnership with Samsung now and in the future."

■ 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 Singapore

For more information, please visit: www.aplix.co.jp/ and 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 30 companies as of December 2004.

JBlend technology:

- Sets the pace by maintaining market leadership through innovation.
- Has proven results, enabling first-to-market deliveries for our customers.
- Over 129 million mobile phones and consumer electronics devices have been shipped with JBlend as of June 2005.

■ About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2004 parent company sales of US\$55.2 billion and net income of US\$10.3 billion. Employing approximately 113,000 people in over 90 offices in 48 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. Recognized as one of the fastest growing brands, Samsung Electronics is the world's largest producer of color monitors, color TVs, memory chips and TFT-LCDs.

For more information, please visit www.samsung.com.

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