



WILLCOM new handheld device "W-ZERO3" uses JBlend

TOKYO, JAPAN – October 20, 2005 - Aplix Corporation (TSE: 3727) announced today that its JBlend™ Java™ platform will be preloaded on Willcom's W-ZERO3 devices, which are manufactured by Sharp Corporation. The W-ZERO3 is not only a high-performance handset compatible with Willcom's W-SIM multi-function modules, the company's smallest PHS modules, it is also the first PHS handset to come loaded with JBlend. Products equipped with W-SIM have been branded Willcom SIM Style, and we look forward to their broad deployment as part of Willcom's new module strategy.

The JBlend platform is preintegrated with Windows Mobile® 5.0 on the W-ZERO3 devices, and is compatible with the J2ME Connected Limited Device Configuration (CLDC) 1.1 [JSR-139], the Mobile Information Device Profile (MIDP) 2.0 [JSR-118], as well as with HI Corporation's 3D engine for three-dimensional graphics. The JBlend platform powers this comprehensive set of features enabling users to enjoy a rich Java experience with games, multimedia, and other types of applications.

Aplix Deputy Senior Vice President, Sales & Marketing Keiji Takao said, "We are very happy to have this opportunity to work with Willcom and their innovative handsets based on PHS, which is a new technology for us. Up to this point, JBlend has been used primarily in mobile phones, but now we look forward to its broader use in mobile devices as well as in digital home appliances."

Java technology is increasingly gathering momentum as a technical platform for household devices in the era of ubiquitous computing. JBlend is our unique platform enabling never before seen features on mobile phones, and increasingly on digital devices. JBlend has already been deployed on over 129 million devices around the world. Aplix continues its innovative efforts to contribute to the development of consumer products that are even more appealing and easier to use than those we have today.

■ 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 Korea (in progress)

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.



■ **Press Contact**

Akiko Sharp Doi

Aplix Corporation

Email: pr@aplixcorp.com

Phone: +1-415-558-8800

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

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