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**JBlend, the industry standard embedded Java solution, supports S-MAP application processor for next-generation cell phones!**

*JBlend and S-MAP to transform cell phones into powerful information processing tools!*

**December 13, 2001 — Tokyo**

Aplix Corporation (head office: Shinjuku-ku, Tokyo; President: Keisuke Hayashi), the leading provider of embedded Java™ solutions, announced today that its JBlend embedded Java solution now supports S-MAP, an application processor for next-generation cellular phones produced by Hitachi, Ltd.

JBlend is already well established as an embedded Java solution used in cell phones and numerous other products. Its support for S-MAP means that cell phone vendors will be able to enhance their products dramatically, turning them into fast, power-packed platforms running advanced applications.

The new concept making this possible is that of the application processor. Up to now, Java-driven cell phones have been running the Java environment on the communication control chip or other hardware embedded in the phone. S-MAP is an external application processor that provides an ideal platform for the Java execution environment. Existing cell phones can be transformed into powerful new information processing-tools, simply by adding S-MAP and JBlend with S-MAP support.

When cell phones are newly empowered by the industry-standard fast Java engine and S-MAP application processor, they will become capable of running applications that up to now have required bulkier, more battery-hungry products such as notebook computers and PDAs. A new generation of small and lightweight cell phones will become the tool of choice for data management and business communication needs. Cell phone users will be able to access multimedia content without having to lug around heavy gear, and perform their business processing tasks with ease. Imagine going on a business trip with only a cell phone instead of a laptop! The next generation of cell phones equipped with S-MAP and JBlend with S-MAP support promises to make available a no-compromise information environment that is truly mobile, taking us much closer to the "computing everywhere" age.

(more)

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### **About Aplix Corporation**

Aplix Corporation is a software development company founded in 1986. JBlend is a key product developed by Aplix based on Java technology and provided as an embedded system solution for consumer products.

The JBlend Java solution that Aplix provides to system vendors is a Java execution environment for implementing advanced performance and fast operation on small-memory systems. It is available in various configurations (CLDC/CDC) and profiles including MIDP and i-Mode. Expanded functions (2D, 3D, karaoke, etc.) and tools for porting and testing are also provided. Aplix is an official licensee of Sun Microsystems' Java technology, acquiring licenses for the Sun JAE (JDK) and JavaOS in 1996, and currently holding both source code and commercial distribution licenses for PersonalJava, EmbeddedJava, and CLDC (KVM), among others.

Today more than 2 million products using JBlend has been shipped, including audio-visual devices such as Sanyo Electric's Digital Image Album and Sony's MD DISCAM, as well as a wide range of cell phones (in alphabetical order: Casio C452CA, Hitachi C451H/C3001H, Kenwood J-K51, Kyocera C3002K, Mitsubishi J-D05, NEC J-N04, Sharp J-SH07/J-SH51, Sony SO503i/SO503iS, and Toshiba J-T06/C5001T).

More information on JBlend is available at [www.JBlend.com](http://www.JBlend.com).

### **About S-MAP**

The CPU at the heart of Hitachi, Ltd.'s S-MAP (SuperH Mobile Application Processor) is the powerful SH3-DSP Core. As an application processor for 2.5G/3G cellular phones, it provides a one-stop platform for MPEG4, JPEG, 3D graphics and other visual processing, the audio middleware for formats such as MP3 and AAC, as well as the OS and development board. This all-in-one package is sure to accelerate the advancement of the mobile era.

For more details on S-MAP, please contact:

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