



JBlend™ Deployed in Sony Ericsson's First 3G i-mode™ Handset

TOKYO, JAPAN – October 3, 2006– Aplix Corporation (TSE: 3727), the global leader in deploying Java™ technology in mobile devices, announced today that its JBlend™ Java platform has been deployed in K610im, Sony Ericsson's first i-mode™ phone.

K610im is Sony Ericsson's first GSM/UMTS phone to offer full support for i-mode, the operator service that delivers a richer experience for handling iMail, browsing the Internet and viewing content. On top of the 2 Megapixel camera, extendable Memory Stick Micro™ (up to 1GB available) support, as well as pre-installed music and video player, the JBlend enabled K610im offers high-performance mobile 3D gaming experiences to i-mode users, making it as a modern classic true to its Sony Ericsson heritage – a highly desirable 3G handset that is accessible to a wide audience.

The incorporation of Aplix's JBlend technology enables a variety of compelling content and Java experience for K610im users to enjoy, including games and multimedia applications. JBlend platform will also be deployed in Sony Ericsson's other models that are under development.

As the first-to-market enabler, Aplix has been trusted by global operators and handset manufacturers to fulfill their desired Java specifications. The JBlend platform has already been deployed on over 233 million mobile devices around the world as of the end of June 2006. 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

Other offices: San Francisco, Munich, Taipei, Shanghai, Beijing, Seongnam and Seoul

For more information, please visit: www.aplixcorp.com/ 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 50 companies As of December 2005.

JBlend technology:

- Sets the pace by maintaining market leadership through innovation.
- Has proven results, enabling first-to-market deliveries for our customers.
- Over 233 million mobile phones and consumer electronics devices have been shipped with JBlend as of June 2006.

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※i-mode and all other related marks are trademarks or registered trademarks of NTT DoCoMo, Inc. in Japan and other countries.

※All other product or service names are the property of their respective owners.