



Aplix forms Business and Capital Alliances with Ecrio

Incorporating Leading Edge Real-Time Communication Software Solutions into Aplix Middleware Framework for Next Generation Mobile Terminals

TOKYO – March 30, 2007 –

Aplix Corporation (TSE: 3727) and Ecrio Inc. (HQ: Cupertino, CA, USA) announced today that they formed business and capital alliances in order to co-develop software solutions for next generation mobile terminals. Also Aplix made an equity investment of USD 3 million in Ecrio.

The increasing demand for diversified and advanced features by end users and operators has put tremendous pressures on manufacturers to integrate a wide range of software on mobile handsets. To address this challenge, Aplix has been extremely active in the development of middleware frameworks and total software solutions for handset manufacturers to improve their development efficiency as well as time-to-market.

Ecrio, as a market leader in providing IP-based communication software for mobile phones, is well known for its real-time communication software products like Video Sharing, VoIP, IMPS (Instant Messaging and Presence Services), and PoC (Push to Talk over Cellular). By teaming up with Ecrio, Aplix will be able to offer integrated software solutions for operators and device manufacturers to realize real-time multimedia-based (e.g. sound and pictures) communication services easily.

“We are expecting to capture the increasing demand by end users for real-time communication services by providing our customers joint products with Aplix through the alliances,” said Nagesh Challa, President & CEO of Ecrio.

“Aplix will be in an excellent position to integrate advanced real-time multi-media software solutions into our Middleware Framework products through this alliance”, said Masaaki Sekino, President and Representative Director of Aplix. “We are committed to continue to increase our ability to provide advanced mobile phone



handset software solutions requested by operators and manufacturers.”

About Ecrio

Headquartered in Cupertino, California, Ecrio is the leading vendor of real time communications and commerce software for mobile phones. Ecrio provides interoperable and standard compliant software to mobile phone manufacturers and mobile operators, including solutions for Instant Messaging and Presence Services (IMPS), IP Multimedia Subsystem (IMS), Push to Talk over Cellular (PoC), Voice over IP (VoIP), Video Share, and a range of mobile commerce solutions.

For more information, please visit: www.ecrio.com

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, Seoul, Yokosuka, and Okinawa

For more information, please visit: www.aplixcorp.com/ and www.iasolution.net/