

## **Aplix and SOFTBANK MOBILE Tied up to Develop a Common Software Platform**

Tokyo, Japan – May 22, 2007 –

Aplix Corporation (TSE: 3727), a global leader in Java™ technology for mobile and embedded devices, and SOFTBANK MOBILE Corp. (TSE:9984), a major Japanese wireless communication operator, announced today their agreement to co-develop a common software platform named "Portable Open Platform Initiative" (POP-i™), which will allow value-added applications to run consistently upon multiple mobile platforms being adopted by handset manufacturers, including EMP OPA, Linux®, Microsoft® Windows Mobile®, QUALCOMM® AMSS/BREW®, Symbian™ OS.

With "POP-i", handset manufacturers are able to develop applications independently of the platform, to meet the service requirements set by SOFTBANK MOBILE in a timely manner. SOFTBANK MOBILE, in return, will be able to provide more consistency for its services across multiple handsets in a shorter period of time.

Applying OpenKODE®, a key API standard for multimedia applications, "POP-i" provides a cross-platform abstraction layer for various media technologies. Aplix has been contributing to SOFTBANK MOBILE's "POP-i" specification work, and will provide a corresponding framework for SOFTBANK MOBILE's next-generation mobile multimedia service offerings.

"SOFTBANK MOBILE has always been the leader in launching innovative services to the Japanese mobile market," says Masayoshi Son, President and CEO of SOFTBANK MOBILE. "The introduction of "POP-i", a common software platform co-developed with Aplix, will make it easy to incorporate the diverse range platforms being adopted by handset manufacturers. I am very pleased with this agreement, which will help shorten our time to introduce new innovative services to our customers on multiple handsets."

"We are committed in delivering innovative solutions for the optimized development of embedded software", says Ryu Koriyama, Chairman and CEO of Aplix. "By co-developing "POP-i" with SOFTBANK MOBILE, we will be helping mobile handsets to become even more feature rich, to meet the ever increasing demands by the end-user."

\* OpenKODE® is a royalty-free, cross-platform standard that combines a set of native APIs into a comprehensive media stack specification for accelerating rich media and graphics applications. It is defined by The Khronos™ Group, which is a member-funded industry consortium focused on the creation of open standard API.



## **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, Seoul, Yokosuka, and Okinawa

For more information, please visit: [www.aplixcorp.com/](http://www.aplixcorp.com/) and [www.iasolution.net/](http://www.iasolution.net/)

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