

## **Aplix announces "OAP" which brings FREE GAME services to the emerging markets**

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Aplix Corporation (TSE: 3727) is proud to announce the availability of a new solution for the emerging markets that enables users to easily distribute and download free games on BREW devices for CDMA2000. Aplix continues to target solutions for the emerging market where the adoption of mobile phones is rapidly on the rise.

This solution is developed based on Open Appli Player (OAP), a standard feature on KDDI CDMA2000 phones shipped since February 2007 which allows users to enjoy not only thousands of general-use applications, but also hundreds of high quality, free games created in Japan. OAP for the emerging market is a pre-installed BREW application so handset manufacturers can easily deploy the solution onto their devices in a short time frame.

For businesses in the emerging markets where network infrastructure like CDMA2000 is already established, this solution not only allows them to prepare the market environment for future mobile game distribution, but also provides wireless operators an opportunity to increase revenue through data network usage, even before launching content services which needs large investments.

Aplix has been developing many innovative and successful technologies for the Japanese market and is committed to delivering them to the cost-conscious emerging markets. The company is focused on establishing environments that leverage rich content already available in Japan and helping build content service markets where rapid growth is expected.

### \*About Aplix Corporation

Aplix Corporation is the global leader in deploying Java technology in mobile phones and other digital devices. 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. JBlend, the flagship product by Aplix, is a software platform capable of

# Aplix Press Release



executing smoothly and securely Java applications within digital devices such as mobile phones. Our Java platform is being adopted by the world's top manufacturers, powering over 531 million devices as of December 2008, and still growing.

Headquarters: Tokyo

Other offices: San Francisco, Munich, London, Taipei, Shanghai, Beijing, Seoul, Yokosuka, and Okinawa

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

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