

Aplix announces a camera based content distribution system for 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 can load games onto mobile phones through the camera. This solution will be shown at the GSMA Mobile World Congress 2009, the world's largest exhibition for the mobile industry held in Barcelona, Spain starting February 16th.

Instead of downloading content over the air, this solution enables users to load applications such as mobile games by reading printed data using the camera on the mobile phone. By having common reusable data and code pre-installed as the runtime environment, applications can be made small enough to be loaded in a single snapshot. Additionally, by taking multiple snapshots, high quality games equivalent to the initial i-mode games can be easily loaded.

Although there is strong demand for content services in emerging markets where mobile phones are rapidly being adopted, it has been difficult to launch content distribution services due to the lack of rich data communication infrastructure and limited user expense for data services.

However, Aplix recognizes that the phones becoming popular in the emerging markets have cameras as a standard feature. By partnering with MEDIASEEK a leader in technology utilizing the phone camera, Aplix leverages the camera feature by providing an application distribution and execution environment where small sized applications can be developed easily without compromising on features.

“We are thrilled that the CamReader, our image processing technology optimized for mobile devices, is now available to the emerging markets. We look forward to collaborating with Aplix as we continue to promote our technology globally”, says Naoki Nishio, CEO of MEDIASEEK, inc..

“We are excited to announce this solution for the emerging markets, made possible by incorporating MEDIASEEK’s camera-based barcode reader technology which is the de

facto standard and holds the number one deployment rate on mobile phones. Aplix will continue to work with MEDIASEEK to bring advanced Japanese mobile technology to the global market”, says Ryu Koriyama, Chairman and CEO of Aplix Corporation.

*About MEDIASEEK, inc.

MEDIASEEK was founded on March 1, 2000, and listed on the Tokyo Stock Exchange (Mothers) on December in the same year. MEDIASEEK keeps its main business domain in the wireless Internet, specializing in technical and service development and providing cutting-edge, original application software for cellular handsets and other mobile equipment. The barcode and 2D-code decoder application software products have been widely equipped to most Japanese wireless devices with its share over 70% in the mobile phone market.

*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 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.

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

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

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