

MWC 2009: Aplix to Showcase Emerging Market Solutions at Mobile World Congress

Tokyo, Japan – February 16, 2009-

Aplix Corporation (TSE: 3727), the world's leading software company for consumer electronic products, today announced that it will showcase its emerging market solutions at the Mobile World Congress.

Providing software solutions to help people enjoy richer lives is Aplix's corporate mission. Aplix has been the pioneer in providing software solutions which has dramatically enhanced the capability of consumer electronic products. Within the last decade, Aplix's technology for audio visual equipment and mobile devices has been adopted by major manufacturers such as Motorola, Panasonic, Samsung and Sony to lead the evolution of consumer electronic products. Aplix has also been working closely with wireless operators such as China Mobile, China Telecom, NTT DoCoMo and Vodafone to deliver the next generation services with these new devices to millions of consumers.

Now with the mobile phone becoming an essential part of people's everyday lives all over the globe, new solutions which address the needs and environments for each region are needed. The rapid economic growth in the emerging markets is bringing strong consumer interest to mobile services, especially in the entertainment area.

After the shipment of its first solution targeted to emerging markets last year, Aplix has been working with key technology and content providers to create solutions for various regions. At the Mobile World Congress this year, Aplix will be showcasing multiple solutions which have the potential of enhancing the mobile phone to rival advanced portable games systems.

*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

Aplix Press Release



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.

Headquarters: Tokyo

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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