

Aplix drives the development of Augmented Reality (AR) technology with NTT DOCOMO -Prototype to be shown at Wireless Japan 2009-

Tokyo, Japan -July 23, 2009-

The body of this press release is a translation of a press release issued in Japanese.

Aplix Corporation (Headquarters: Shinjuku-ku, Tokyo; Representative Director: Ryu Koriyama; hereinafter “Aplix”) announced today that the company has entered an agreement with NTT DOCOMO, INC. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Ryuji Yamada; hereinafter “NTT DOCOMO”) to jointly drive the development of Augmented Reality (AR), a next generation technology drawing interest.

AR is an interface technology that enables a variety of information to be added to real environment images using a computer. AR is a technology that had been proposed for some time in the area of wearable computers with head mounted displays. As compact mobile devices equipped with cameras and displays have rapidly advanced in recent years, various AR services that enable AR technology on mobile devices have been released and are garnering attention.

Prior to entering this agreement, Aplix had been cooperating with NTT DOCOMO to enable AR services that are highly interoperable with existing mobile services and are provided with an optimized system structure and interface for mobile phones. As a result, a prototype of the AR service system running on an Android device with intuitive search and navigation will be shown in NTT DOCOMO’s booth at Wireless Japan 2009 which begins on July 22nd. Aplix and Jorudan Co., Ltd, a partner company, have contributed to the development of this prototype. Additionally, a public experiment of the AR service system using the solution Aplix provided is also scheduled to be released at the same time in “Minnano DOCOMO Kenkyu-Shitsu (My DOCOMO Labs)” on NTT DOCOMO’s official website. The companies have jointly filed several patent applications on some of these achievements in AR technology for mobile phones.

The companies are set on leveraging these achievements and have agreed to further cooperate on the development of AR service systems, by signing an agreement for the joint development of methods and implementation of server technology and client application that expands the range of services. By leveraging its proven expertise in developing embedded software for various devices and sensors on mobile phones and its relationships with partner companies, Aplix is committed to its continued cooperation with NTT DOCOMO.

About Aplix Corporation

Aplix, a world leader in delivering software innovations, offers solutions for consumer electronics that enable new services and enrich the end user experience.

Aplix has been a pioneer in providing software solutions that have dramatically enhanced the capability of consumer electronic products. Aplix enabled one of the most successful wireless content businesses in Japan, and its solutions are powering audio visual equipment and mobile devices for companies such as Motorola, Panasonic, Samsung, Sony, NEC, and HTC. Aplix's technology has been shipped on over half a billion devices globally as of December 2008, with over 30,000 games and contents specifically created to be deployed on its innovative technology. The company works closely with global wireless operators including China Mobile, China Telecom, NTT DOCOMO, and Vodafone to deliver next generation services on existing and new devices.

Aplix continues its commitments to software development and enabling a successful content and services market. With our innovations, we add value to application developers and bring life-enhancing consumer electronic devices to millions of people worldwide.

Headquarters: Tokyo

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

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

Inquiry form: www.aplixcorp.com/en/inq

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