

Aplix to showcase Game-Changing M2M Development Environment at CTIA Wireless 2009 Show

San Francisco, CA - September 18, 2009

Aplix Corporation (Headquarters: Shinjuku-ku, Tokyo; Representative Director: Ryu Koriyama) announced today that they will be showcasing WirelessIDEA, Aplix' M2M solution for module manufacturers and M2M application developers at the International CTIA Wireless IT & Entertainment 2009 ® trade show in San Diego, October 6-9.

With its JBlend™ Java™ VM software installed on more than half a billion devices worldwide, Aplix has long been a trusted leader in mobile handset software. This year, not only will Aplix be exhibiting its next-generation MIDP3.0 and web runtime solutions, along with JBlend and other mobile applications that have traditionally comprised their sweet spot, with WirelessIDEA, Aplix also aims to bring an easy-to-use, feature-rich development environment to the M2M market.

WirelessIDEA provides tools that enable rapid development of M2M applications. "With WirelessIDEA, we were able to use our Java programmers to quickly exploit GPS functionality in our modules," says Ji-Zhong Ren, Vice President of New Thinking Electronics Technology Development Co., Ltd. "We were able to develop powerful applications in record time."

In the sometimes confusing, fragmented world of M2M, the time seems to be right for WirelessIDEA. "We are happy to see this kind of solution in the market. Application developers like this because it significantly shortens their development cycles." said Mr. Yong-Sheng Li, R&D Director of SIMcom Wireless Solutions Co., Ltd., the leading global wireless module manufacture. "We believe this will help us make M2M modules ubiquitous in our industry."

"The M2M area is getting a lot of attention right now," says Aplix CEO Ryu Koriyama. "Aplix has long sensed an opportunity to make this space easier to develop in and

manage, and we're now ready to release our game-changing product to do so: WirelessIDEA. With its unprecedented ability to help engineers more quickly and efficiently develop M2M applications, we believe it will completely change M2M adoption."

Please visit Aplix in booth 121.

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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 March 2009, 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, Silicon Valley, London, Taipei, Shanghai, Beijing, Seoul, Yokosuka, and Okinawa

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

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