

Aplix announces support of Rococo Software's new effort to expand Bluetooth® services on mobile phones

October 1, 2009

Aplix Corporation (TSE: 3727), the leader in Java™ technology for mobile phones, today announced its support of Rococo Software's new initiative to expand Bluetooth® enabling technology for mobile phones globally.

Additional to peer-to-peer gaming and social services which Rococo's technology already supports, Rococo's latest Bluetooth enabling technology accelerates the creation of new services and applications by connecting devices such as wellness and healthcare equipment and remote controls directly to the mobile phone.

Aplix, which has operations in Japan, Korea, China, Taiwan, Europe and North America, will help distribute Rococo Software's Bluetooth enabling technology globally and participate in the creation of new services based on the Bluetooth technology to expand its usage on mobile phones.

Sean O'Sullivan, CEO of Rococo Software, said "Aplix has partnered with Rococo since the earliest days of JSR82 to bring our technology to their handset customers worldwide. We are delighted with their endorsement of our new roadmap, and look forward to working with them to unleash the next phase of innovation for Java and Bluetooth on handsets and beyond."

Ryu Koriyama, CEO of Aplix, said "We are very excited by Rococo's vision and are pleased to be able to lead the delivery of their vision to real developers through our Java and Web runtimes. This partnership will help to deliver value-creating applications and services based on Bluetooth technology for many millions of users globally, in both mature and emerging markets."

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 Press Release



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

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

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