

## **Aplix to demonstrate real world appliance using WirelessIDEA for geographic tracking**

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Aplix Corporation (TSE: 3727; Headquarters: Shinjuku-ku, Tokyo, Japan; Chief Executive Officer: Ryu Koriyama) is proud to announce its joint effort with New Thinking Electronics Technology Development Co., Ltd. (HuiZhou, GuangDong, China; General Manager: Gao Xingxin) to offer free registration for the release of the WirelessIDEA GPS tracking device (GooMe) bundled development kit at the 2009 Mobile Asia Congress, taking place in Hong Kong from November 18th to 19th, 2009. Following the successful launch of the WirelessIDEA middleware product in Asia, Aplix and its partners are facilitating increasingly innovative use of intelligent wireless modules. “Reaching beyond the mobile phone segment, we have found an entirely new and growing market demand to address,” commented Arron Fang, Executive Vice President of Aplix Corporation.

By offering the WirelessIDEA development kit, Aplix and New Thinking have demonstrated a complete working example, combining cloud computing; a well-built, sleek GPS gadget; and intelligent features made possible by the WirelessIDEA software environment. Although similar tracking devices have been around for years, WirelessIDEA and New Thinking's GPS tracker is the first to show the industry that sophisticated client side software can take advantage of data networking and device capabilities. More than just a simple GPS child locator, the same device could be made to switch between applications to enable, for example, the photographing of surroundings, fleet management, automobile theft-protection, and other relevant applications.

Aplix also works proactively with worldwide mobile operators and other partners to explore a variety of wireless module applications and service demands. The simplicity and proven quality of WirelessIDEA make it a reliable cornerstone in wireless technology, allowing appliance and service developers all over the world to unleash their boundless creativity and realize the vision of the “Internet of Things.”

### 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: <http://www.aplixcorp.com/en/>

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