

JBlend™ Deployed on OPhone by Lenovo Mobile

November 19, 2009

Aplix Corporation (TSE: 3727) is proud to announce that its market-proven Java™ platform “JBlend™” has been deployed on the first 3G OPhone “O1” by Lenovo Mobile, officially announced September 16, 2009 in Beijing. This is the second commercial handset powered by JBlend on OMS (Open Mobile System), a customized platform led by China Mobile and based on Google's open source operating system known as “Android™.”

MIRO is the name of Lenovo Mobile’s new brand targeting mobile internet users, and O1 as the first MIRO product represents the first 3G OPhone made for China Mobile's TD-SCDMA network. Aplix, after being named Best Software Supplier for 2008 by Lenovo Mobile — a top recognition only granted to leading suppliers who deliver high quality and excellent service – continues to cooperate with Lenovo Mobile on various mobile platforms, including 2.5G, smartphones, and TD-SCDMA. Handsets featuring all these technologies have shipped to operators in China and other global markets. The Lenovo MIRO O1 features Aplix' JBlend, which is compliant with China Mobile’s 4.1 Java requirements, and which will support popular services in China Mobile's network.

As a leading software provider software for consumer electronic devices, Aplix is dedicated to the commercialization of the Android platform on consumer electronic devices. Following the first handset powered by JBlend on OMS in July, Aplix is contributing its substantial experience and expertise on the Android platform in order to bring more innovative products to the mobile market. By standardizing on JBlend as a standard platform across platforms, operators can more efficiently enable ecosystems and operator specific services that support their business strategies. And, with JBlend now on Android devices, operators and manufacturers alike can easily bring Android fully into their umbrella of existing services, and developers can focus on developing great applications, regardless of device and platform.

Aplix has supported a wide range of platforms and worked closely with major operators and manufacturers around the world. With increasing resources dedicated to the China

market, Aplix anticipates further warm ties and close cooperation with Chinese operators, device manufacturers, and content/service providers.

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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