

Bringing Japanese Comics to Mobile Phones Worldwide! Aplix and Celsys Partner to Develop and Distribute Mobile e-Book Solutions

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Aplix Corporation (TSE: 3727; Headquarters: Shinjuku-ku, Tokyo; Chief Executive Officer: Ryu Koriyama) and CELSYS, Inc. (Nagoya Stock Exchange: 3829; Headquarters: Shinjuku-ku, Tokyo; President: Shinya Nozaki) today announced that the two companies are joining forces for the development and distribution of an e-book viewer for smartphones and other mobile phones*1. The companies will be distributing a mobile comic-viewing solution combining Aplix's JBlend™ Java platform and CELSYS and Voyager Japan, Inc.'s BookSurfing e-book viewer as an application software and will also jointly pursue the development of a DRM (Digital Rights Management) mechanism and the implementation of a relevant content distribution system.

The market in Japan for mobile comics has reached 33 billion yen, according to 2008 research data, for a 44% increase from the previous year. The mobile comic market alone comprises 71% of the overall e-book market, which includes PC's, and 82% of the e-book market for mobile phones*2. Specific software is required to view mobile comics, and the CELSYS and Voyager's BookSurfing remains the dominant position, with over 90% of the market in Japan*3. JBlend, the Java platform on top of which BookSurfing runs on mobile devices, has powered more than 552 million devices as of March 2009, and has been adopted by manufacturers around the world.

In recent years, Japanese comics have garnered attention worldwide, and both Aplix and CELSYS will work closely to spur on demand around the world for comic viewing via mobile phones. Through this partnership, Aplix is able to bring mobile comic viewing solutions, with JBlend™ Java platform as its core strength, to global manufacturers and operators.

Mobile phone manufacturers and operators can make use of Aplix and CELSYS's combined solution by preinstalling mobile comics into their phones, and hence begin mobile comic distribution services with less cost, less lead-time, and, most importantly, full protection for comic contents. As the mobile comic market is rapidly expanding outside of Japan, Aplix and CELSYS will continue to join forces to bring new solutions to manufacturers and operators.

*1 CELSYS and Voyager together offer the “Ride On Solution” (hereinafter “ROS”) program for disclosing and providing technical information of our e-book solution formats and systems. The partnership with Aplix is based on ROS.

*2 From “Electronic Comic Business Research Report 2009” by Impress R&D

*3 Data by CELSYS, as of November 24, 2009.

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

Aplix homepage: <http://www.aplixcorp.com/en/>

Contact Us: <http://www.aplixcorp.com/en/inq>

About CELSYS, INC.

CELSYS, Inc. was established in May, 1991. We run the “Creator Support Business”, which provides total support for creator’s activities through a creator support platform “CLIP” and production tools such as, animation production software, “RETAS STUDIO”, comic production software, “COMIC STUDIO”, and illustration production software, “ILLUST STUDIO.” We also run the “E-BOOK Support Business”, which offers electronic book distribution solutions for mobile phones and various platforms. CELSYS aims to become a total solutions provider which totally supports creators' production activities, from the contents production and viewing environments to distribution support and communications through created contents by using IT technology.

CELSYS, Inc. homepage: <http://www.celsys.co.jp/en/>

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