

## Aplix Partners with VIA Telecom to Provide Ready Java™ Solution for Operators

November 30, 2009

Aplix Corporation (TSE: 3727) is proud to announce that it partners with VIA Telecom to successfully pre-integrate Aplix's Java™ solution "JBlend™" on VIA Telecom's Platform for mobile manufacturers and operators. It is also the most ready Java solution fully compatible with China Telecom Java specification in the market.

As a pioneer of Java enabler, Aplix's flagship product "JBlend" has been trusted and adopted by many top manufacturers and operators around the world. As the rapid development of CDMA market in China, Aplix aims to bring an easy Java platform to CDMA customers with its strong expertise to boost the development of mobile industry.

"We are very glad to work with Aplix to deliver a ready Java solution to CDMA market. This solution can dramatically reduce the engineering cost and shorten the time to market for our customers." Ker Zhang, CEO of VIA Telecom says.

Arron Fang, Senior VP of Aplix Corporation says "Following the collaboration effort in Java specifications and test service with China Telecom, Aplix supports VIA Telecom to jointly enable Java solution on its CDMA platform in past year and we are glad to announce its readiness to the market. This will bring variety of entertainment content and service to the growing CDMA network."

### 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 Press Release



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/>

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

- \* Aplix, JBlend and all Aplix- or JBlend-related trademarks and logos are trademarks or registered trademarks of Aplix Corporation in the United States, Japan and other countries.
- \* Java and all other Java-based marks are trademarks or registered trademarks of Sun Microsystems, Inc. in the United States and other countries.
- \* All other product or service names are the property of their respective owners.