

Aplix Collaborates with China Mobile for M2M Application on 3G Wireless Modules

January 7, 2010

Aplix Corporation (Headquarters: Shinjuku-ku, Tokyo; Chief Executive Officer: Ryu Koriyama) is proud to announce its collaboration with China Mobile Communications Corporation for an application development platform targeting next-generation 3G wireless modules. Supporting China Mobile's efforts in the machine-to-machine (M2M) space, Aplix helps solution developers build applications directly on wireless modules. The combined result greatly shortens the application development cycle and facilitates much wider product possibilities than previously seen on a single-chip device architecture.

China Mobile and Aplix have jointly defined WMMP 3.0, the application programming interfaces (APIs) and the device management protocol for M2M devices. The protocol enables applications to be downloaded over the air and controlled remotely, allowing China Mobile to manage and control various M2M connections in an efficient and cost-effective manner.

“We are glad to have achieved a major step to help solution developers to leverage the solid ground built by China Mobile. With this sophisticated application platform, we believe China Mobile is ready to grow M2M connections at unprecedented speed.” said Arron Fang, Executive Vice President of Aplix Corporation.

About Aplix Corporation

Aplix (TSE: 3727), 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/>

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