



## **MStar and iaSolution enter into strategic partnerships to enable JBlend technologies on MStar's mobile solutions**

Taipei – July 27, 2011

MStar Semiconductor Inc. ("MStar") and iaSolution Inc. ("iaSolution") announced the establishment of strategic partnership today (27), that they will collaborate on integrating both parties' software and hardware technologies, delivering high performance iaSolution's JBlend Java ME solutions embedded on MStar's mobile communications platforms and solutions to the joint customers. With the seamless cooperation in both technical and business aspects, both companies believe it will further help strengthen leaderships in their prospective markets.

"MStar is a world-class leader in Application Specific ICs ("ASIC") with a focus on consumer electronic products and communication applications. Through the strategic partnership with iaSolution Inc., we further enhance our superior total-solution services by integrating Java engine functionalities into our all-series mid to high end handset products and provide more innovative solutions with various Java applications to enrich the functionalities, such as stock monitoring, email exchange, internet browser, weibo, and various on-line applications, at the most efficient cost. These features will largely increase customers' overall competitiveness and leadership positions, help customers acquire the fast-growing potentials of global feature phone market ahead of other competitors, and further achieve a win-win-win situation." said Yibing Deng, Head of Global Handset Business at MStar.

"GAIA Holdings Corporation (formerly known as Aplix Corporation), the parent company of iaSolution, is the largest Java Virtual Machine developer worldwide. iaSolution has been cultivating the APAC market for years; we diligently explore synergies among GAIA group companies and its ecosystem partners to continuously expand the limitation of mobile applications. The seamless cooperation between MStar and iaSolution not only enhances both parties' software development and system integration capabilities, but also provides the clients one-stop service on technical and business support, greatly reducing the cycle time from product deployment to shipment. All technical requirements from MStar's clients will be supported by iaSolution in the most effective and efficient fashion." said Arron Fang, CEO of iaSolution.

The strategic collaboration between MStar and iaSolution will effectively enable customers to rapidly deliver innovative solutions of the highest performance at the most reasonable cost. Both parties will continue to assist customers introducing and developing innovative and differentiated products with more advanced

technologies and features, shorter time-to-market, and overall cost efficiency. This partnership will also help strengthen joint customers' competitive advantages, and help accelerate the future growth for MStar, iaSolution, and their customers.

#### **About MStar Semiconductor, Inc.**

MStar Semiconductor, Inc. ("MStar") is a world-class leader in Application Specific ICs ("ASIC") with a focus on consumer electronic products and communication applications. Since the inception in 2002, MStar has established a strong brand and leadership position in LCD controller, analog and digital TV, and mobile communication applications by fully leveraging its core expertise of cutting-edge design capabilities, continuous innovation and premier customer-focused services. Moreover, MStar is in a best position to provide customers with the most eminent handset solutions to well address local consumers' needs based on its flexible platforms for full-range research and development and superior customization capabilities for all-function integration, and further help customers strengthen market leadership as well as build up brand value. Headquartered in Taiwan, MStar has a comprehensive global footprint covering over 15 international R&D and customer support centers to provide a full range of total solutions for various consumer electronic applications. MStar went public in 2010 and is listed on Taiwan Stock Exchange. For more information, please visit [www.mstarsemi.com](http://www.mstarsemi.com) or contact Investor Relations at +886 3 552 6006 Ext. 5888 or [investorrelations@mstarsemi.com](mailto:investorrelations@mstarsemi.com).

#### **About iaSolution Inc.**

Founded in 2000, iaSolution focuses its business on middleware solutions on embedded system, including the global leading Java ME technologies, the well-known M2M Java programming environment, and the WAC compliant products. iaSolution was merged with Aplix Corporation to be its wholly owned subsidiary dominating business in the Greater China, Korea and America since 2004. (\*Aplix Corporation decided to move into a holding company structure and changed its name to GAIA Holdings Corporation as of April 1, 2011.)

For more information, visit: <http://www.iasolution.net>