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各 位

株式会社 アプリックス

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アプリックスの Web Runtime WAC の次期プラットフォーム WAC2.0 に準拠 ～MWC2011 にて、デモ展示～

株式会社アプリックス（本社：東京都新宿区、代表取締役：郡山龍、以下「アプリックス」）は、オープンな携帯電話向けアプリケーション市場を推進することを目的とした団体 Wholesale Applications Community の WAC 2.0 仕様に準拠した Aplix Web Runtime が、2 月 14 日から 17 日までスペインのバルセロナで開催される Mobile World Congress 2011 の会場にて、WAC のデベロッパーコンフェレンスやブース、またテレフォニカをはじめとする主要オペレーターの端末に搭載されデモが行われることを発表しました。

詳細は、添付の「Aplix showcases forthcoming WAC」、

「Aplix and Telefonica join forces to demonstrate the readiness of WAC 2.0 solutions」をご覧ください。

以 上

Aplix showcases forthcoming WAC platform

February 14, 2011

Aplix Corporation announced today that its WAC 2.0 Web Runtime will be demonstrated with multiple partners at Mobile World Congress 2011. This latest version of the Aplix product supports the Wholesale Applications Community (WAC) 2.0 specification in time for its commercial release later this year. Building on the technology that previously powered the BONDI Reference Implementation, the Aplix Web Runtime will be a ready-to-deploy solution for WAC compliance across a range of handset platforms.

WAC 2.0 represents a significant increment in functionality from WAC 1.0, adding support for new APIs but also providing greater security and privacy safeguards for the user. This paves the way for an ever-increasing range of applications to be created and delivered to WAC-compatible devices. Aplix has made formative contributions to help establish the WAC 2.0 specification and the development of the Runtime has been undertaken in partnership with WAC to ensure the integrity of the specification and readiness to deploy into the market. Aplix has also been working with WAC's content partners to bring applications to the platform, and also provides an SDK to maximize the wider proliferation of the WAC 2.0 ecosystem. The results of this work will be showcased by WAC this year.

Peters Suh, CEO of WAC, said "Aplix has been instrumental in helping us to define the WAC2.0 specification and to ensure compliance of applications. The deep experience and know-how that Aplix has brought to WAC has enabled the demonstration of new applications and services as we make our commercial launch at Mobile World Congress 2011."

"We are delighted with the progress that WAC has made since its announcement last year," said Ryu Koriyama, CEO of Aplix Corporation. "We are seeing WAC work with its partners to push the technical boundaries, but it is also enabling an ecosystem and business models for new applications and services. It is great to see a real commercial push now from our partners to bring it to market."

Arron Fang, President of iaSolution Inc. and Corporate Officer of Aplix Corp.,

commented, "We have been able to bring our original technology and embedded runtime experience to bear to create a leadership position with the WAC 2.0 platform. Our aim is for the Aplix Web Runtime to be the most open, compliant and effective WAC runtime solution available."

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 600 million devices globally as of December 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, Boston, London, Taipei, Shanghai, Beijing, Seoul, and Okinawa

For more information, please visit: <http://www.aplixcorp.com/en/>

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Aplix and Telefonica join forces to demonstrate the readiness of WAC 2.0 solutions

February 14, 2011

Aplix Corporation announced today that its WAC 2.0 Web Runtime will be demonstrated in Telefonica's booth at Mobile World Congress 2011. This latest version of the Aplix product supports the Wholesale Applications Community (WAC) 2.0 specification in time for its commercial release later this year. Aplix and Telefonica will be demonstrating the results of joint work to prove the readiness of WAC 2.0 technology, in parallel with Telefonica's own onboarding of first-generation WAC services.

WAC 2.0 represents a significant increment in functionality from WAC 1.0, adding support for new APIs but also providing greater security and privacy safeguards for the user. This paves the way for an ever-increasing range of applications to be created and delivered to WAC-compatible devices. Aplix and Telefonica have each made formative contributions to help establish the WAC 2.0 specification.

Aplix' Web Runtime allows manufacturers and operators implement a complete WAC solution using the WebKit engine, avoiding the need to license a proprietary renderer. This provides superior standards compliance and also minimises the integration effort and cost, particularly on those platforms that already include a WebKit-based browser. This time-to-market advantage is especially important in the drive to enable WAC services over the coming few months.

"We are delighted to be able to work with Telefonica with this latest generation of the WAC platform" said Ryu Koriyama, CEO of Aplix Corporation. "For us, WAC is not just about technology, but enabling an ecosystem and business models for new services - so it is great to see a real commercial push now from our partners to bring it to market".

Arron Fang, President of iaSolution Inc. and Corporate Officer of Aplix Corp., commented "We have been able to bring our original technology and embedded runtime experience to bear to create a leadership position with the WAC 2.0 platform. Our aim is for the Aplix Web Runtime to be the most open, compliant and effective WAC runtime solution available".

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