



## Ikivo collaborates with AMD to turbo charge rich media in mobile phones

*Improved user experience with OpenVG\* hardware acceleration and open standards Mobile SVG*

**Stockholm, Sweden – 17<sup>th</sup> April 2007**— **Ikivo AB**, the leading provider of open standards based rich media solutions for mobile devices, announced today a collaboration with Advanced Micro Devices (NYSE: AMD), a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets, to demonstrate accelerated vector graphics for rich media applications.

The Ikivo application running on AMD's hardware leverages Ikivo's portfolio of Enrich Tools and Clients based on Mobile SVG (Scalable Vector Graphics) and the AMD Imageon™ media processor solution for OpenVG 1.0. The stunning performance improvements achieved by hardware accelerated OpenVG is expected to stimulate wider use of rich media in mobile services and improve the user experience in applications such as Mobile TV, 2D games, media players and On-Device portals.

"Ikivo is excited to work with AMD on demonstrating these new opportunities to the mobile industry and content developers. SVG is proving to be the ideal basis from which to build these new, high-performance rich media solutions. To date, 225 million SVG-enabled devices have been shipped globally. With the introduction of Ikivo Enrich, Ikivo continues its commitment to bring powerful tools and client solutions to the market", said Håkan Engman, vice president at Ikivo.

"Open-standard solutions like those developed by Ikivo are key to accelerating the market for media-rich mobile services", said Paul Dal Santo, vice president and general manager of AMD's Handheld Division. "By working together to demonstrate accelerated vector graphics based on OpenVG standards, AMD and Ikivo are enabling content and application developers to create and deploy more visually compelling mobile media services for an improved consumer experience."

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\*OpenVG™ is a royalty-free, cross-platform API that provides a low-level hardware acceleration interface for vector graphics. OpenVG is targeted primarily at handheld devices that require portable acceleration of high-quality vector graphics for compelling user interfaces and text on small screen devices - while enabling hardware acceleration to provide fluidly interactive performance at very low power levels.

### **About Ikivo AB.**

Ikivo AB is instrumental in driving industry standards and in helping to shape the future of mobile rich media services worldwide. As a pioneer of software solutions for Mobile SVG, Ikivo has become the leading supplier of standards based rich media solutions for mass market and OpenOS mobile phones. Its range of products, the Ikivo Enrich Product portfolio, empowers mobile device manufacturers, mobile operators and content creators to develop and deploy compelling rich media services. From content creation through to handset display, Ikivo's solutions are used to support a wide range of mobile services from Interactive Mobile TV, Mobile portals and music. Ikivo is an active member of the W3C and Khronos Group. [www.ikivo.com](http://www.ikivo.com)

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