



## Ikivo expands its SVG technology into new Markets

*Ikivo signs a new multi year contract with a leading printer manufacturer.*

**Stockholm, Sweden – 30th august 2006** – Ikivo AB, the leading provider of SVG software solutions for mobile devices announced today that their SVG Tiny 1.2 Technology has been selected and awarded a multi year contract with one of the largest Printer manufacturers in the world.

“We have had fundamental success with our products in the mobile phone industry and now we further expand into new industry verticals with the printer business being the first” **says Magnus Zetterberg, VP Sales and Marketing at Ikivo.** “The SVG Tiny 1.2 specification and Ikivo’s products are agnostic to what type of electronic equipment they are deployed in and fit all types of constrained devices”

The broad non-mobile market for rich multi media applications including businesses such as printer, cameras, set-top boxes, washing machines, fridges, is a fast growing market with several hundred million units shipped every year.

Ikivo’s SVG products enables application developers to build rich MultiMedia applications utilizing the full strength of SVG Tiny in any type of device that has limited processing and display capabilities but still need rich high quality User Interfaces.

In combination with commercially available content design and development tools, such as Ikivo Animator, Java Netbeans and Adobe Creative Suite 2, SVG Tiny offers the most capable and fastest growing 2D graphical technology on the market today.

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### **About Ikivo AB**

Ikivo AB, based in Stockholm, Sweden, is the leading developer of software solutions for mobile SVG. These solutions address the needs of mobile device manufacturers, mobile operators and content creators, empowering them to create and enable rich, compelling media services for mass-market mobile phones. Core products include the Ikivo SVG Player, an open standard, compliant technology that allows phone manufacturers to enable their devices for mobile SVG, and Ikivo Animator, a professional content creation tool that integrates into any design workflow to animate static SVG content for mobile phones. Ikivo is an active participant in the World Wide Web Consortium (W3C), instrumental in driving industry standards and shaping the future of mobile graphics. [www.ikivo.com](http://www.ikivo.com)

### **For further information about Ikivo, please contact:**

<b>PR Enquiries:</b>	Jason Bird / Louise Stewart-Muir Stewart-Muir Communications +44 20 8917 4900 <a href="mailto:ikivo@europrgroup.com">ikivo@europrgroup.com</a>	<b>Sales Enquiries:</b>	Magnus Zetterberg VP Sales & Marketing Ikivo +46 70 305 77 68
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