

## **ZOOMON signs licensing agreement with leading global mobile phone manufacturer**

**Stockholm, Sweden 20 October 2004** - The Swedish software company ZOOMON Mobile Solutions AB has signed another long-term global licensing contract with a one of the most successful global OEMs in the world further demonstrating ZOOMON's position as the No 1 Mobile SVG supplier.

The contract includes delivery of the ZOOMON SVG Player, the market leading solution for mass-market mobile phones that enable a richer media experience based on Scalable Vector Graphics (SVG). The ZOOMON SVG Player will be integrated into an RTOS (Real Time Operating System) environment for mass-market mobile devices.

With the ZOOMON SVG Player solution, mobile phone manufacturers can enable mobile phones for rich mass-market support of advanced SVG Tiny services such as handset personalisation, mobile browsing, screensavers, themes & mobile UI design.

“The announcement of another significant player in the OEM marketplace, demonstrates our unique market leadership in the area of pervasive 2D graphics.” said Stefan Elmstedt, CEO. “The ZOOMON SVG Player continues to set the benchmark for Mobile SVG as we enter the next phase of Manufacturer and Operator market requirements”, he continued.

The ZOOMON Player is specifically designed to meet the demanding needs of mass market mobile phones. ZOOMON's SVG player enables compelling and unique mobile graphics services based on the SVG Mobile standard defined by W3C.

### ***About ZOOMON Mobile Solutions***

ZOOMON Mobile Solutions delivers Mobile Scalable Vector Graphics (SVG) software for existing and future mobile devices and network technologies. The ZOOMON SVG Player solution for SVG Mobile is specifically developed to meet the unique requirements for mass-market mobile phones requiring a minimum of CPU and memory capacity. The ZOOMON SVG Player solution is easily integrated into any HW platform operating system environment.

ZOOMON also provides the market-leading tool for professionally composing SVG Mobile content the SVGT Animator. The SVGT Animator allows wireless developers to create, design, and deploy professional mobile SVG content for mass-market mobile phones. It integrates seamlessly into the Adobe® Creative Suite, providing efficient, direct access to the mobile animation toolset from within the application.

ZOOMON operates in a global market and has built active relationships with key industry players in Europe, North America and Asia-Pacific. ZOOMON is based in Stockholm with offices in London. For more information on ZOOMON please visit, [www.zoomon.com](http://www.zoomon.com).