



Ikivo extends Mobile SVG support to Sony Ericsson Themes Creator

Enhanced tool support for Mobile SVG content creation and handset personalisation

Stockholm, Sweden, 13th December 2005— **Ikivo AB**, the leading provider of Scalable Vector Graphics (SVG) software solutions for mobile devices today announced that its leading edge technology will power the Mobile SVG element of the popular Themes Creator tool from mobile phone manufacturer Sony Ericsson. Furthermore Ikivo Animator, the foremost SVG content authoring tool, will extend its unique pro-view feature to include Sony Ericsson's widened portfolio of SVG enabled phones.

Exciting animated content can now easily be created in Ikivo Animator, to be used for mobile browsing, wallpapers, MMS templates as well as for composition of themes in Sony Ericsson Themes Creator. In addition to enhanced animation capabilities, SVG also saves development cost as content automatically scales to different display sizes.

"Personalising the look and feel of a phone by adding cool graphics and animations is a growing area of consumer interest and makes for a market of strategic value to Sony Ericsson. We embrace open standards like Mobile SVG and welcome initiatives to provide tools supporting the designers in creating professional contents," says Ulf Wretling, Director & Head of Content Planning & Management at Sony Ericsson. He continues, "The Sony Ericsson Themes Creator is currently the most downloaded tool from Sony Ericsson Developer World, and we are pleased that it now supports also Mobile SVG so that designers can create even more appealing content for consumers to download to their phones."

Mobile SVG is based on open standards defined in W3C and is endorsed by the key players in the mobile industry. Since mid 2004, 80 SVG enabled mobile phone models have been launched, and a total volume of 80 million handsets are expected to be shipped globally by the end of 2005. Today, Mobile SVG (or SVG-T, Scalable Vector Graphics Tiny, as the standard is called) is supported on 16 model series of Sony Ericsson phones.

"Ikivo is pleased to see the massive deployment of Mobile SVG in the market and the growing number of handset manufacturers supporting SVG technology. This confirms the strength of open standards," says Håkan Engman Director Sales & Marketing at Ikivo.

Sony Ericsson's Themes Creator can be downloaded for free from Sony Ericsson Developer World at www.sonyericsson.com/developer/multimedia. A trial version of Ikivo Animator is available at http://www.ikivo.com/animator/02animator_7downloads.html

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About Ikivo AB

Ikivo based in Stockholm, Sweden is the leading developer of software solutions for Mobile SVG (Scalable Vector Graphics). 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.

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