

ZOOMON's SVG Player Embedded In Siemens CX65 Mobile Phone

SVG Mobile in mass market phones becomes a reality

Stockholm, Sweden – 19th February 2004 – The new Siemens CX65 is the first of several multi-media mass-market phones from handset manufacturers, that will feature an embedded ZOOMON SVG Player. The Siemens CX65 will be available in the second quarter 2004 and will be sold in Europe, Asia Pacific and Latin America.

With SVG Mobile, consumers will be able to view, send and receive rich, animated mobile graphics such as cartoons, enhanced photo messaging, comics, maps, financial services and other graphics-centered information and entertainment services. A whole new multimedia and rich graphical experience will now be the norm for millions of users world-wide.

The ZOOMON Player is specifically designed to meet the demanding needs of mass-market mobile phones. ZOOMON's SVG player enables a compelling and unique mobile graphics media experience based on the SVG Mobile standard defined by W3C. Advanced 2D vector graphics is becoming a key enabler to the mobile ecosystem.

'Mass market SVG Mobile is now a reality and we can expect many ZOOMON SVG Mobile enabled handsets to be announced in the near future' said Stefan Elmstedt, CEO at ZOOMON. 'The announcement of the Siemens CX65 confirms the market need for rich and compelling 2D graphics.'

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 expertise in the overall SVG Mobile value chain, together with the commitment and focus on providing the industry's best SVG Mobile solutions, make ZOOMON the ultimate choice as a vendor for SVG Mobile products.

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. For more information on ZOOMON please visit, www.zoomon.com.