

ZOOMON's SVG Player Embedded in Sony Ericsson K700 Mobile Phone

Stockholm, Sweden – 19 April 2004 – The new Sony Ericsson K700 is another in a series of mass-market multi-media mobile phones, equipped with the ZOOMON SVG Player. The Sony Ericsson K700 is launched globally and will be released in the second quarter 2004.

SVG Mobile enables consumers 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 globally.

ZOOMON's 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. ZOOMON is delighted to work with leading device manufacturers to facilitate the provision of Scalable Vector Graphics (SVG) to the mobile user' said Stefan Elmstedt, CEO at ZOOMON.

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 industries' 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.