



## Another Tier-1 Mobile Phone Vendor Selects Ikivo's Rich Media

*Open standards leads the way for Ikivo with leading mobile device manufacturer.*

**Stockholm, Sweden – 5th February 2008** – Ikivo, the leading provider of standards based rich media solutions for mobile devices announced today that their technology has been selected by yet another of the five largest mobile device manufacturers in the world. The license agreement allows the customer to deliver rich media capabilities in their mobile handsets globally, based on Ikivo's rich media technology.

*"With this expansion into yet another tier-1 device manufacturer, Ikivo has now licensed its software to all major phone vendors which we of course consider an extraordinary success" says Bradley Sipes, COO at Ikivo. "What we see now is yet more evidence of the fact that the open web technologies, like SVG and Ajax, used in abundance today for delivering highly successful internet services, are now further rapidly expanding in the mobile space."*

With the demand from mobile operators to use flexible and extendable open standard solutions for services like portals, mobile TV and mobile music, Ikivo experience a continued growing interest for its rich media products from device manufacturers. The demand for capable user interface technologies like the JSR 226 that provides an interface from Java to the vector graphics features in SVG is also heavily increasing.

### **About Ikivo**

Ikivo is the leading supplier of rich media application enabling solutions based on open standards, with a deployed base of more than 250 million mass-market and open OS mobile phones. These solutions empowers mobile operators, mobile device manufacturers and media companies to deliver rich compelling services such as Interactive Mobile TV, Mobile Advertising, On-Device Portals and Mobile Music. The Ikivo product portfolio includes modular sophisticated technology for embedding and OTA delivery, in addition to industry standard tools for the development and deployment of rich media mobile applications and solutions.

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