

Fellow JCP Members,

The JCP Executive Committee Election process has recently started. Aplix is seeking your vote for one of the open Micro Edition Executive Committee seats.

Many of you are already familiar with Aplix Corporation through partnerships and our participation in many JSR Expert Groups. For those of you not familiar with us, Aplix Corporation (TSE: 3727), the most successful independent software supplier of Java™ technology in the mobile industry, has deployed Java technology in mobile phones with over 479 million mobile phones and consumer electronic devices as of June 2008. Our JBlend Java platform has been licensed by over 50 companies and shipped on more than 750 phone models as of September 2007 that are offered by wireless operators around the world. Aplix has been a Sun Java licensee since 1996 and a JCP member since 2000. As you can see, we have been committed to Java in the embedded market since the very beginning and believe our experience is ideally suited for the ME Executive Committee.

Aplix has long participated in the JCP as well. Our Expert Group participation includes JSRs such as 118, 120, 135, 139, 172, 179, 180, 184, 185, 195, 205, 211, 226, 228, 229, 230, 232, 233, 234, 239, 246, 287, 304, and 307. Most recently we have been strongly active in JSR271, MIDP3. As you can see we are well established in the JCP and look to continue support for the standards body to help continue to move Java ME in the right direction.

By joining the ME Executive Committee, Aplix would be able to represent the interests and needs of the global Java market by drawing on our wide customer base of Taiwanese ODMs; Japanese, US, European, Chinese OEMs; and wireless operators from around the world. This includes all of our partner companies who may not be part of the ME Executive Committee such as content providers, Java hardware accelerators, GPU vendors, IDE vendors, browser vendors, middleware engine vendors, and many others. We seek to improve the EC dialog by bringing these viewpoints to the Committee.

Also, Aplix has long been engaged in developing new technologies for the wireless community. As part of the ME Executive Committee we would like to bring our insight and knowledge to the committee to provide a viewpoint that is geared towards all of our customers, the end users. As many of you may already know, Aplix is actively engaged in other standards bodies as well. We look to continue to standardize embedded technologies to enable them to be deployed more widely and more efficiently to everyone's gain.

In short, we seek to represent the needs of our customers, partners, and users to the betterment of Java and the industry on the whole.

If you are the JCP representative for your company, please take five minutes to visit the ME Executive Committee voting site per your email from the PMO and vote for Aplix.

Thank you for time and consideration.