

Bluestreak Technology and Open-Plug join together to showcase cutting Flash graphics to mass market mobile phones

CTIA IT & Wireless demo shows successful integration of MachBlue and ELIPS

CTIA IT&Wireless, San Francisco, October 22nd, 2007 – Bluestreak Technology and Open Plug have combined their efforts to create applications that showcase cutting edge Flash graphics to mass market mobile phones.

Open-Plug creates and commercializes the first open software framework and MMI designed for mass market phones. Bluestreak Technology is the developer of the MachBlue(TM) platform for mobile phones and digital television. The companies joined forces to create in record time a demonstrator leveraging the strength of their respective products.

The Open-Plug ELIPS Product Suite relies on a unique component technology, which drastically simplifies and secures all the phases of mobile phone software development, integration and deployment. It enables mobile operators and handset makers to create, update and customize their phones in record time, while keeping full control over their design and development cycle.

Bluestreak has developed the MachBlue platform to enable operators and OEMs to bring cutting edge Flash-based applications to mobile devices, including mobile TV and Event based Services.

In less than 6 weeks, the integration of the MachBlue graphical engine on ELIPS was completed, with impressive level of performance. The MMI of the device has been developed independently and integrated in a matter of few days.

The overall performance of the integrated flash based MMI is to be highlighted. The overall integration time is also a performance by itself.

With this demonstrator, both companies are confident that they hold the key to bringing richer content to high volume, affordable handsets resulting in greater equipment sales and higher uptake in data services.

About Bluestreak Technology, Inc.

Bluestreak Technology is the creator of the award-winning MachBlue(TM) platform, which enhances sophisticated applications and user interfaces on mobile phones and television set-top boxes. The MachBlue platform gives network operators and OEMs the power to create engaging, rich-media user experiences (UX). Bluestreak Technology is a technology partner with such industry leaders as STMicroelectronics, ACCESS, Orange, KPN, Videotron, Time Warner Cable, Thomson, NDS and OpenTV. The company won top honors in the 2006 Orange Partner Innovation Contest, an accolade awarded to the "Best of the Best" in innovative mobile products, services, or technology concepts.

For more information visit: www.bluestreaktech.com

About Open-Plug

Open-Plug is a recognized leader in providing Software Management and Modularity solutions to mass-market phones.

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Created in 2002, Open-Plug is a private company financed by leading international venture capital investors. Headquartered in France, the company also operates from its sales and support office in Taipei, Taiwan R.O.C.

Open-Plug has been recognized by 3GSM and Red Herring by its innovative technology.

For more information, visit www.open-plug.com

Contacts

Press Contact Open-Plug: Timo Bruns, C.M.O. Mobile: +33 6 22 03 32 67 Mail: timo.bruns@open-plug.com	Press Contacts Bluestreak Technology: Martin Carrier Mobile: +1 514 295 4840 Mail: martinc@bluestreaktech.com
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