

Open-Plug and Jataayu add successful MMS and WAP terminal solutions to options for flexible handset design

Jataayu's WAP/MMS embedded client is now available as a plug-in software component in Open-Plug ELIPS software library. By combining their expertise and products, the two companies provide the ultimate flexible solution to implement in a breeze current and future versions of WAP/MMS in mass-market mobile phone terminals.

Sophia Antipolis, France, 25 August 2004 - Open-Plug, a leading provider of new generation software framework for mass-market mobile phone and Jataayu, a fast-growing terminal solutions provider, are to deliver Jataayu's MMS and WAP clients with Open-Plug's ELIPS component-based framework to allow mobile phone makers to quickly build new terminal solutions using best in class components.

As wireless terminal market is getting more and more mature with an ever growing number of services to support, capability to rapidly introduce new features or new versions is getting crucial for handset makers and operators. Open-Plug has developed a new generation of software framework, called ELIPS. ELIPS is the first component-based software framework targeting mass-market mobile phones. ELIPS sits above the RTOS of a mobile handset and allows developers to quickly add new software components to handset designs, and to support additional market-responsive features such as over the air update. As a small embedded engine running on the mobile phone, the ELIPS Run Time System delivers the flexibility of component-based technology with no resource and power consumption penalty, which is of major importance to the mobile market place. ELIPS component are developed using standard LINUX/POSIX interface. By leveraging the component-base technology and the vast Linux developer community, ELIPS greatly speed development of new applications,

maximise re-use between projects, and enable significant reductions in development time and costs.

“Working with world-class partners to combine established applications such as Jataayu’s WAP and MMS products is the next logical step for ELIPS, and will demonstrate how easily cutting-edge software components can be added to a mobile handset by leveraging the ELIPS run time system,” said Eric Baissus, CEO, Open-Plug. “I am very pleased to be working with Jataayu. They are a widely respected player in the mobile community whose solutions have already been adopted by several major handset manufacturers as well as OS platforms and reference design vendors.”

Commenting on the alliance Mr. Raj Kesarimall, Director Marketing, Jataayu Software, said, “We are excited to partner with Open Plug. This partnership will enable device manufacturers to launch new handsets to the markets faster and take advantage of the growing demand for feature rich handsets. With the integration of our WAP 2.0 browser and MMS client on the ELIPS platform wireless operators and device manufacturers can now benefit from reduction in overall cost and time in integrating new messaging applications for next generation devices in the market. This relationship certainly brings together two companies that offer complementary solutions based on reliability, stability and open standards”.

Jataayu’s jMMS Client has a rich set of features supporting the latest standards in multimedia messaging including MMS, SMIL slideshows and XHTML interactive messages. It will also adapt easily for future MMS developments such as DRM forward lock, video messaging and

content streaming, complementing the rapid handset development and reconfiguration enabled by Open-Plug's ELIPS environment.

Jataayu's WAP products include a WAP client stack and WAP 2.0 browser. Jataayu and Open-Plug's integrated offering will allow developers to very quickly add WAP and MMS capabilities to handset designs built with ELIPS. The Jataayu jBrowser allows developers to customise and select features, and also offers unique features such as convenient horizontal and vertical scroll bars. It also has user configurable history and favourites folder management, and a download meter that allows the end user to keep track of GPRS billing.

About Jataayu Software

Jataayu Software, a pioneer in the Wireless Internet industry is a worldwide leader in the area of MMS, WAP, SMS, IMPS, SyncML and messaging. With a strong commitment to technology development and focus on the mobile arena, Jataayu offers highly optimized messaging and browsing solutions for mobile terminals as well as carrier grade infrastructure software solutions including highly scalable Servers/Gateways, Chat, PIM and Notification/Alert systems for Mobile Operators and Enterprises on GSM/GPRS/3G and CDMA environments. The wireless terminal solutions offered by Jataayu include WAP 2.0 browsers, MMS clients, Sync Clients, IMPS Clients and other applications that are based on open standards, are highly portable, interoperable and platform agnostic (Windows MobileOS, PalmOS, Symbian, J2ME and other native OS platforms) for wireless terminals. Jataayu wireless terminal solutions are licensed by leading device manufacturers, ODMs and suppliers of reference platforms for the present and next generation devices

To find out more, please visit <http://www.jataayusoft.com>

About Open-Plug:

Open-Plug is the leading provider of open software frameworks for mass-market mobile phones. Based on its FlexibleWare™ technology, Open-Plug is offering ELIPS, the first Linux© emulation environment targeting mass-market mobile phones. It integrates a unique software design flow and brings an unprecedented flexibility to the way middleware, applications and user interfaces for mobile phones can be developed, integrated, validated and deployed.

To find out more, please visit <http://www.open-plug.com>

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