

Hybrid licenses its 3D graphics technology to Philips

Philips integrates Hybrid's 3D technology to its J-Ware and becomes a one-stop distributor for 3D graphics enabled Java platforms

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Hybrid Graphics today announced that Philips will embed Hybrid's 3D graphics technology into Philips's J-Ware Java product for mobile devices. Philips also becomes a global distributor of Hybrid's 3D graphics solutions. The agreement provides Philips's customers with a comprehensive software-based solution for running high-grade graphics content like 3D games on mobile devices.

3D graphics is becoming a must-have feature for mobile phones, with leading network operators such as Vodafone, Orange and T-Mobile having the Java J2ME M3G (JSR 184) standard in their 2005 handset specifications. Hybrid's market-leading 3D graphics technology will be incorporated on Philips's J-Ware, the fastest embedded wireless Java solution currently available. As a pure software solution, the combination maximizes the capabilities of the underlying device without requiring any additional hardware. The solution also supports 3D accelerated hardware for manufacturers who want to offer extreme graphics performance. Besides gaming, the solution can be used in any application with demand for 3D user interfaces, such as location-based services and navigation.

The technology is built on Hybrid's implementations of M3G (JSR 184) and OpenGL ES embedded graphics standards. As a solution based on open standards, it is extremely developer-friendly, letting licensees of Philips's 3D enabled platform to get content from any developer of their choice. Keeping the content market easily accessible promotes diversity among content developers and helps bring rich and appealing content within easy reach of consumers.

"Partnering with a leading graphics developer like Hybrid will enable Philips to offer more features with enhanced user appeal" says **Cees Geel**, Sales & Marketing Director, Philips Software. "Java games, map visualizations, user interfaces and animated messages all benefit enormously from 3D graphics, giving our customers more options for bringing highly attractive content to consumers."

"As a provider of a complete graphics core framework, Hybrid's task is to ensure that the technology works optimally on all hardware configurations", says

Hybrid's **Panu Wilska**, VP of Sales & Marketing. "Philips's Java platforms with Hybrid's graphics technology will radically advance the possibilities of graphics content on mobile devices."

Hybrid Graphics

Hybrid Graphics of Helsinki, Finland is the market leading embedded 3D graphics software provider. Hybrid has over 10 years of experience in developing graphics technology solutions for consumer devices, and the company released the first official OpenGL ES API software implementation in 2003. Hybrid is an active participant in several Java JSR standard groups and is a board member of the Khronos Group, a consortium responsible for OpenGL ES and other graphics standards for embedded devices. Hybrid's clients are leading device and hardware manufacturers, who currently command over half of the total mobile phone market. Hybrid's clients include Nokia, Ericsson, Philips, Symbian, Esmertec, Bitboys and Fathammer. For more information see www.hybrid.fi

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