



FOR IMMEDIATE RELEASE

RENESAS AND CRITERION TEAM UP TO DELIVER COMPLETE MOBILE SOLUTION FOR SH-MOBILE PLATFORM

RenderWare Mobile takes Hybrid Graphics technology onto SH-Mobile platform

February 19th, 2004 – Criterion Software, the world's leading provider of middleware technology for the game development industry, announces a partnership with Renesas Technology Corp., the joint-venture semiconductor company established by Hitachi, Ltd. (TSE: 6501, NYSE: HIT) and Mitsubishi Electric Corporation (TSE: 6503), which will see the delivery of a complete graphics middleware solution for SH-Mobile platforms.

Criterion's RenderWare Mobile initiative will facilitate the integration and optimization of Hybrid Graphics' OpenGL ES 1.0 and JSR 184 embedded graphics middleware solutions for the market leading SH-Mobile silicon architecture. The solutions will be available to SH-Mobile licensees from 1st March 2004. Hybrid's technology for embedded graphics standards are widely adopted across the mobile industry, and are acknowledged as the solution of choice for maximizing the value of silicon and devices to the consumer.

The partnership will also see RenderWare® support for select SH-Mobile licensees who wish to promote their devices as target platforms for mainstream premium games. RenderWare is already the game development technology of choice for console and PC platforms, and this partnership will enable its existing customers and mainstream game development projects to simultaneously deliver across SH-Mobile devices.

"Hybrid's embedded graphics solutions, integrated and optimized for the SH-Mobile platform, eliminates risk, cost and delay for our licensees in delivering devices to market which are capable of supporting the very best mobile games and multimedia content," says Chris Litchfield, Mobile Communications Business Group Manager of Renesas Technology Europe. "RenderWare is best in class middleware for today's game developers, so its support for SH-Mobile will enable our customers to increase the value of their devices by bringing mainstream premium games to consumers."

"Renesas instantly recognised the opportunity presented by the RenderWare Mobile initiative to provide their customers with an end-to-end standards-based solution for game development and delivery," says Lincoln Wallen, VP RenderWare Mobile. "The characteristics of SH-Mobile architecture enable higher quality game

content in mobile phones. Renesas Technology's SH3-DSP architecture combined with the Criterion's Renderware Mobile has the power to provide market leading games performance to the end users."

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EDITORS NOTES

About Criterion Software/RenderWare

Criterion Software is the world-leading provider of middleware solutions for the game development industry. Founded in 1993, Criterion Software is a rapidly expanding organization that today employs over 200 people in its software technology and game development divisions, and has offices in Austin, Guildford, Derby, Paris and Tokyo. Criterion Software is a wholly owned subsidiary of Canon Inc.

RenderWare is Criterion's portfolio of game development solutions, which includes RenderWare Platform and RenderWare Studio for PlayStation® 2, Xbox™, NINTENDO GAMECUBE™ and PC.

RenderWare is used extensively among the game development community, including heavyweights such as EA, Konami, Sony Computer Entertainment America (SCEA) Sony Online, Midway, Sammy Studios, Namco, Ubisoft, Atari, VUG and THQ. Games published using RenderWare include some of the industry's hottest properties including **Grand Theft Auto: – Vice City, Mortal Kombat 5 – Deadly Alliance, Pro Evolution Soccer 2** and **Burnout 2: Point of Impact**.

RenderWare Mobile - The RenderWare Mobile Initiative aims to assist the mobile industry in the preparation of devices and services for premium game content by helping to place mobile devices in the mainstream of game development. This involves promoting high-quality multi-media foundations such as embedded implementations of graphics standards like M3G/JSR 184 and OpenGL ES on top of which higher level game development tools and technologies, such as RenderWare, can be delivered to enable game developers to build compelling content for mobile devices cost-effectively.

For more information about RenderWare please visit <http://www.renderware.com>.

About Hybrid Graphics

Hybrid Graphics, Ltd is a leading developer of graphics technology solutions for mobile devices.

Founded in 1994, Hybrid has a decade of experience in developing 3D technology for various platforms. The company has a strategic distribution partnership with Criterion Software, the leading 3D middleware vendor. Hybrid has shipped several embedded 3D graphics solutions that have been deployed in mass-market

consumer devices. Among Hybrid's customers and partners are also Ericsson Mobile Platforms, Fathammer, Futuremark, Intel and Sony Online Entertainment. Hybrid is located in Helsinki, Finland. Please visit www.hybrid.fi for more information.

About Renesas Technology's SH-Mobile

Renesas Technology's SH-Mobile is a flexible application accelerator that provides multimedia support for next-generation cellular phone communications. Unlike a traditional baseband CPU method that uses a single CPU to manage both signal and application processing, the SH-Mobile design approach uses a dual CPU architecture that dedicates one CPU to application execution in order to maximize communication performance. Built on Renesas' popular SuperH 32-bit RISC architecture, SH-Mobile devices offers compelling functionality such as the JPEG, MP3, acoustic echo canceller, AMR codec, MPEG4 encode/decode and Java Virtual Machine capabilities that are essential for supporting the high-end multimedia applications of next generation mobile phones. For more information about SH-Mobile, please visit www.renesas.com/eng/products/mpumcu/shmobile/index.html.

About SH-Mobile Consortium

SH-Mobile Consortium membership is comprised of LSI, IP providers, system integrators, and software providers, all collaborating to create a unique mobile phone solution. The aim of consortium is to provide support for hardware, software, and mobile phone terminal developers, to support the growing SH-Mobile ecosystem. For more information, please visit www.renesas.com/eng/products/mpumcu/shmobile/consortium/index.html.

About Renesas Technology Corp.

Renesas Technology Corp. designs and manufactures highly integrated semiconductor system solutions for mobile, automotive and PC/AV markets. Established on April 1, 2003 as a joint venture between Hitachi, Ltd. (TSE:6501, NYSE:HIT) and Mitsubishi Electric Corporation (TSE:6503) and headquartered in Tokyo, Japan, Renesas Technology is one of the largest semiconductor companies in the world and the number one microcontroller supplier globally. Besides microcontrollers, Renesas Technology offers system-on-chip devices, Smart Card ICs, mixed-signal products, flash memories, SRAMs and more.
<http://www.renesas.com/>