



Hybrid's Mikael Honkavaara Software Entrepreneur of the Year

Helsinki Feb 9, 2006

Finnish Software Entrepreneurs' Association has chosen Mikael Honkavaara as the Software Entrepreneur of the Year 2005. Honkavaara is the CEO and co-owner of the Helsinki based company Hybrid Graphics. The award was presented in the Software Entrepreneurs' Association's annual general meeting in Helsinki.

Hybrid Graphics was established in 1994 and it has quickly become the leading developer of mobile graphic technology. Hybrid's software enables high quality 2D and 3D graphics in mobile phones and other embedded environments. Hybrid's customers include Nokia, Ericsson, Philips, Samsung and Symbian, and Hybrid's technology is used in hundreds of millions of devices globally. Steady growth and proactive investors have made it possible for the company to move into international markets. Currently the company employs 35 graphics technology professionals.

According to the board of Software Entrepreneurs' Association Mikael Honkavaara's long and enduring work in developing Hybrid's innovative technology to meet the market demands and to grow into international markets is an inspiring example to other entrepreneurs in the field. In addition to leading a successful company, Honkavaara has also been a visible figure in development of the whole Finnish Software Industry. He has acted as Chairman of the Management group for the Finnish DigiBusiness project as well as being a member of the board of the Finnish Software Entrepreneurs' Association.

"Mikael Honkavaara has shown us how Finnish technological know-how can be crafted into specialist products that attract international interest. He is an excellent example of a sales-oriented entrepreneur who has the energy to both develop his own company and to participate in the development of the whole industry", states Chairman Mika Leivo of the Software Entrepreneurs' Association.

"I value the Software Entrepreneur Award greatly, as it is given by fellow entrepreneurs. This award is a great recognition from the software industry to Hybrid's export efforts. I also consider this an award to the whole Finnish computer graphics cluster which has a track record of succesful co-operation in the last ten years", says Mikael Honkavaara.

Mikael Honkavaara, 42, has acted as CEO of Hybrid Graphics since 2000. Honkavaara trained as an economist, and has previously worked for example as Vice President of Saraxa Media. Past awards have been presented to for example Michael Widenius (MySQL), and Risto Siilasmaa (F-Secure).

Hybrid Graphics

Hybrid Graphics of Helsinki, Finland is the market leading embedded 2D and 3D graphics software provider. Hybrid has 12 years of experience in developing graphics technology solutions for consumer devices like mobile phones. Hybrid's clients are device and hardware manufacturers and the total reach of Hybrid's clients is well over 50 % of the existing mobile phone market. Hybrid's clients include Nokia, Ericsson, Philips, Samsung, and Symbian. For more information see www.hybrid.fi

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