



Movidity to be demonstrated at 3GSM World Congress

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The Movidity J2ME Mobile Multimedia Player will be used as a media technology demonstration for Jazelle-enabled ARM [(LSE: ARM); (Nasdaq: ARMHY)] platforms at the 3GSM World Congress in Barcelona, Spain.

The Movidity Player is a highly optimized, true MPEG4 multimedia player for mobile clients through which all video and audio decoding mathematics are performed in a single thread. While the Movidity media player can function on standard ARM based J2ME platforms, it can leverage the Jazelle Direct Byte Code Execution environment for enhanced performance, providing an excellent illustration of java performance for complex, highly computative applications.

The Movidity player will be demonstrated upon selected Jazelle enhanced handsets. Jazelle optimization not only benefits media decoding but also essential interactive processes to Movidity's distributed, media-on-demand system architecture and unique, asynchronous / adaptive rate media object transmission model.

"The effect of wireless bandwidth fluctuations and the elimination of latency in live transmission are mediated by our client-side java midlet. Its speed in adjusting to per-object-based adaptive rate changes and the resulting client-side dynamic of presentation optimizations is also enhanced by Jazelle," says Mark Krebs, CTO.

"We're exceptionally pleased that our technology has been chosen to demonstrate the capabilities of the Jazelle enabled ARM platforms at 3GSM" says Mauro Lollo, Movidity's CEO, "These demonstrations clearly show the benefits of using Movidity in any rich, interactive media application. The sheer performance of our system, coupled with the financial benefits of our disruptive technology will re-write the book on mobile multimedia services."

Movidity truly enables multimedia mobility in such areas as on-demand broadcast television/ radio, archived media, mobile gaming, mobile video security, remote video / audio telemetry and media enhanced advertising.

About Movidity

Movidity is bringing the future of multimedia to the mobile world, today. Movidity is a tightly integrated system of software elements that perform multimedia transcoding, distribution, and transmission to mobile devices running a Movidity "player". Movidity leverages highly advanced mathematical algorithms, innovative video processing, and a new, unique transmission method to provide quality video and audio-on-demand, along with two-way interactive capabilities to wireless mobile clients. Cross-compatible to all GSM, CDMA, WCDMA, EVDO and i-mode networks, Movidity enables global access to rich multimedia content at disruptive economies of scale. Headquartered in Toronto, Canada, Movidity's products are available to mobile device manufacturers, wireless service providers, content creators / providers, and even individuals. More information on Movidity is available at <http://www.movidity.com>

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