



## ARM chooses Movidity J2ME Mobile Multimedia Player for Jazelle technology demonstrations

Toronto, Canada and Cambridge, UK – February 2, 2006

Movidity announced today that ARM [(LSE: ARM); (Nasdaq: ARMHY)] will use the Movidity J2ME Mobile Multimedia Player to provide enhanced media demonstrations for ARM® Jazelle® technology. The Movidity Player is a highly optimized, true MPEG4 (and for audio true AAC) decoder 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 technology-based J2ME platforms, it can be significantly enhanced by Jazelle DBX (Direct Bytecode eXecution) technology, and provides an excellent illustration of java performance for complex, highly computative applications.

Jazelle DBX technology provides an established track record of reliability, flexibility and high performance, multitasking Java acceleration technology. By demonstrating Jazelle DBX technology on the Movidity Player, viewers receive over 3 times performance increase, providing stunning video playback.

Jazelle technology 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 technology," says Mark Krebs, CTO, Movidity.

"We're exceptionally pleased with the application opportunities that Movidity has on Jazelle technology-enabled ARM platforms" says Mauro Lollo, CEO, Movidity. "One can imagine a significant benefit to any interactive implementations of our technology enhanced by Jazelle technology, from remote client monitoring and control to gaming. The performance of our products, coupled with their disruptive financial benefits will re-write the book on mobile multimedia services." Movidity applications currently include such areas as on-demand broadcast television/ radio and archived, interactive media, supported by both enterprise scale and personal media-on-demand software products.

### **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>

ENDS

Movidity, Multimedia Mobility and Media Objects are registered trademarks of Movidity Inc.

ARM and Jazelle are registered trademarks of ARM Limited. All other brands or product names are the property of their respective holders. "ARM" is used to represent ARM Holdings plc; its operating company ARM Limited; and the regional subsidiaries ARM INC.; ARM KK; ARM Korea Ltd.; ARM Taiwan; ARM France SAS; ARM Consulting (Shanghai) Co. Ltd.; ARM Belgium N.V.; AXYS Design Automation Inc.; AXYS GmbH; ARM Embedded Technologies Pvt. Ltd.; and ARM Physical IP, Inc.

Contact Details:

Movidity Inc.

[info@movidity.com](mailto:info@movidity.com)

ARM PRESS OFFICE: +44 208 996 4141

ARM Inc.

Chris Porthouse

[chris.porthouse@arm.com](mailto:chris.porthouse@arm.com)

Michelle Spencer

ARM

+44 1628 427780

[michelle.spencer@arm.com](mailto:michelle.spencer@arm.com)