



LG Electronics selects Esmertec's Java™ solutions for its mobile phones

LGE to launch certified Java phone with MIDP2.0 in Spring 2004

Seoul, Korea and Duebendorf-Zurich, Switzerland – February 16, 2004 – LG Electronics Ltd. (LGE), a major global player in electronics & telecommunications, and Esmertec™ (www.esmertec.com), a leading provider of Java solutions for mobile multimedia phones and embedded devices, has signed an agreement for the supply of Esmertec's Jbed™ Java Virtual Machine (JVM) solution to LGE.

In the agreement, Esmertec will deliver Jbed CLDC with MIDP2.0 for the LG Electronics' basic phone model.

Esmertec's Jbed CLDC, with its unique FastBCC™ compiler technology, is a JVM solution specifically designed for resource-constrained devices, such as mobile phones with limited CPU power and small memory size. FastBCC utilises compilation techniques that ensures efficient resource management within small footprints.

"The decision to choose Esmertec as our Java technology provider was based on their high performance J2ME™ solutions and services," said Mr Kang H.J., V.P. UMTS Handset Lab, LG Electronics Ltd. "Their Jbed product will enable us to deliver one of the most advanced and comprehensive Java enabled phones to the market, which in turn will allow LGE's users to benefit from thousands of wireless Java applications."

Based on the basic phone model, LG Electronics will be developing variant phones targeted at the worldwide market. The first LGE certified Java MIDP2.0 phone, G7100, will be demonstrated by Esmertec at the 3GSM World Congress, taking place 23-26 February 2004 in Cannes, France. The demo phones will include In-Fusio's gaming solution (EGE).

“To have won a major player like LG Electronics as a customer is a clear endorsement of the quality and commercial value of Esmertec’s Java solutions,” said Alain Blancquart, CEO of Esmertec. “We are very delighted that they have chosen Esmertec and we look forward to continuing our support of LGE in their development of excellent wireless solutions and to a good long term working relationship.”

About LG Electronics

LG Electronics (Korea Stock Exchange: 6657.KS), established in 1958 as the pioneer in the Korean consumer electronics market, is a major global force in Electronics and Information & Communications products.

More than 55,000 employees working in 76 overseas subsidiaries and marketing units around the world, strengthen LG Electronics’ core competencies in three main business companies: Digital Appliance, Digital Display and Media, Telecommunication Equipment & Handset.

The Telecommunication Equipment & Handset Company provides total solutions ranging from wired and wireless handsets to telecommunication equipment.

LG Electronics is steadily expanding its world market share in CDMA, GSM and W-CDMA (UMTS) through innovation and the development of leading-edge technologies in next-generation wireless telecommunications.

For more information, please visit www.lge.com

About Esmertec

Esmertec is one of the leading independent software companies focusing on Java solutions and technologies for mass-market devices such as mobile multimedia phones, PDAs and home multimedia systems.

Esmertec provides Java Virtual Machines and J2ME enabling software solutions delivering high performance computing on small devices to mobile equipment and consumer appliance manufacturers, embedded systems solutions providers, mobile service operators and application developers.

Founded in 1999, Esmertec is a global company headquartered in Zurich, with engineering, sales and customer support operations in Switzerland, France, UK, USA, Singapore, China, Korea and Japan.

Big thinking in a small space

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