

## **Lenovo Mobile Selects Esmertec's Jbed Software Solution to Power Major Platforms for Mobile Handsets**

**Esmertec adds new customer to its expanding customer portfolio**

**DUEBENDORF-ZURICH, Switzerland – February 1, 2007 – Esmertec™** (SWX: ESMN), a focused provider of software and services to communications device manufacturers and mobile telecom operators, is pleased to announce that Lenovo Mobile, a world-wide leading Original Equipment Manufacturer (OEM) in China, has selected Esmertec's Jbed™ solution as the Java™ Virtual Machine (JVM), for its major commercial TI\*-based and Broadcom-based platforms. The first Jbed-powered handsets under the Lenovo P768 "Victory" brand, are expected to hit the Chinese market in Q1 2007.

OEMs are increasingly requesting pre-integrated JVMs on their platforms as it enables them to reduce time to market for their products and ensure meeting the evolving Java requirements from operators. By pre-integrating Esmertec's Jbed Java solution on Lenovo Mobile's platforms Lenovo Mobile will leverage these benefits, and at the same time bring innovative mobile handsets with advanced multimedia features, such as games, to the Chinese market.

"Delivering differentiated handsets with increasing levels of functionality is top priority for OEMs today in order to remain competitive", says Joe Burke, Esmertec VP Sales in APAC. "Our reliable and high performance pre-integrated solution will allow Lenovo Mobile the flexibility they are demanding for next-generation handsets, and we look forward to supporting a global player, like Lenovo Mobile, in delivering further mobile multimedia handsets to the market."

As a leading provider of JVM solutions for mobile handsets, Esmertec's software has been commercially launched within 4 of the 5 leading handset brands worldwide, and on leading Original Design Manufacturer's platforms worldwide (ODM's). Bringing Lenovo Mobile into the growing stable of Esmertec customers is a great benefit to the continuous enlargement in Esmertec's market share in this business. As of September 30, 2006, Jbed has been deployed in a cumulative total of more than 76 million mobile devices.

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\* Texas Instruments

Esmertec will be showcasing its complete solution portfolio at 3GSM World Congress, 12<sup>th</sup>-15<sup>th</sup> February, Barcelona. Come by and visit us at booth 1B07 in Hall 1.

### **About Esmertec**

Esmertec is a focused provider of software and services to communications device manufacturers and mobile telecom operators. The company provides software platforms that enable the deployment of content and applications in devices and over servers. Customers include mobile telecom operators and manufacturers of mobile handsets, set-top boxes and interactive televisions. Esmertec's software and service capabilities excel with its reliability as well as fast and local execution. Founded in 1999, Esmertec is headquartered in Zurich-Switzerland with subsidiaries in China, France, South Korea, and the USA, and offices in Taiwan and the UK. Since 2005, Esmertec has been listed on the SWX Swiss Exchange (ESMN). [www.esmertec.com](http://www.esmertec.com)

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*Java is a trademark of Sun Microsystems Inc.*

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