

Esmertec's Jbed™ Solution Deployed on Texas Instruments' LoCosto™ Platform for Entry-level handsets

New benchmark set for enhanced mobile entertainment
for entry-level handsets

DUEBENDORF-ZURICH, Switzerland – October 18, 2007 – Esmertec™ (SWX: ESMN), today announced, that Esmertec's powerful Jbed Advanced Java™ Virtual Machine has been successfully integrated on TI's scalable LoCosto™ platform. The solution allows handset manufacturers to produce entry-level handsets with exceptional performance and compelling user experience, while lowering integration costs and accelerating time-to-market at a competitive, entry-level price. The first Jbed-LoCosto platform-based handset is already available on the market on Lenovo's S6 model.

The LoCosto chip from Texas Instruments is the industry's first architecture to provide single-chip solutions from ultra-low to entry-range wireless handsets. Esmertec's industry-leading Jbed Advanced solution, when integrated on TI's LoCosto hardware platform, enables fast time-to-market for new handsets. At the same time it ensures scalability and software re-use across various high-volume handset segments such as ultra low-cost and multimedia-capable entry phones.

"The demand for affordable high-performance fashionable multimedia handsets continues to rise throughout the mobile market," says Markus Tremmel, TI's worldwide wireless ecosystem manager. "Esmertec's flexible and high-performance Jbed solution is an added value component to our single-chip LoCosto platform as it helps to meet the diverse needs of our customers and the rapidly-growing market across various mass-market product segments. This allows our customers to better compete in the wireless market."

"We are pleased that TI has chosen us as a partner to help enable enhanced end-user experiences on their customers' entry-level mobile phones," said Jean-Claude Martinez, CEO of Esmertec. "TI and Esmertec both emphasize innovation and are recognized as leaders in bringing cutting-edge technology fast-to-market. We look forward to providing customized solutions for our mutual OEM customers in the future where performance, innovation and speed are critical success factors."

The solution will be featured at TI's booth at the PT ExpoCom China (Hall 1, Booth 1170), October 23-27, Beijing.

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, Japan, South Korea, and the USA, and offices in Taiwan and the UK. Since 2005, Esmertec is listed on the SWX Swiss Exchange (ESMN). www.esmertec.com

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