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Kyocera Calls on BREW Publishers and Developers



Dorado KX13

Kyocera Wireless is calling all BREW publishers and developers for its Kyocera Select Developer Program. The program is aimed at assisting authenticated BREW publishers and developers in building premium mobile content for Kyocera handsets. Developers that meet the eligibility requirements will have access to pre-commercial Kyocera handsets along with other benefits aimed at increasing consumer, carrier and industry exposure.

The membership-only program is designed for authenticated BREW developers who have existing operator distribution agreements. This program offers developers the opportunities to build ringtones, games, photo applications, LBS applications and other

services that can be loaded directly onto Kyocera handsets. Developers also gain access to Kyocera's expertise in embedding premium demo applications, and can be considered for demo preloading opportunities.

The opportunity to embed and preload demo applications with Kyocera is becoming an increasingly attractive option for publishers and developers. In September 2005, Kyocera and Cricket Communications, a U.S. wireless operator, launched the first handset with preloaded BREW demo applications. Launched on the Dorado KX13 handset, it included preloaded demo versions of Jewel Quest, a puzzle game developed and published by I-play, and Cricket Tones, a ringtone downloading application developed by V-Enable. Both I-play and V-Enable credit the demo preload program for significant increases in uptake of their applications.

"We were pleased to partner with Kyocera in successfully preloading our BREW ringtone application. Since our voice search technology is a key factor in quickly and easily accessing content, preloading this free application demo for users was a perfect fit,"

said Craig Hagopian, president and co-CEO for V-Enable. "With our technology, users can quickly find ringtones by just speaking the artist's name. Cricket's customers responded positively and based on our estimates the Cricket Tones application received a double digit lift in sales over our non-preloaded application."

"Launching the Jewel Quest demo preload for the Kyocera KX13 was an excellent opportunity for I-play to highlight our depth of commitment to the BREW solution as well as our partners, Kyocera Wireless and Cricket Communications," said Anders Evju, general manager, Americas for I-play. "Preloaded game demos serve as a critical tool in driving trial of mobile games by the masses, thus, bringing new mobile gamers into the market. We are seeing double digit conversion rates for users who play our Jewel Quest preloaded demo."

For more information on Kyocera's Select Developer Program, please visit: www.kyocera-wireless.com/brew

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