

Innaworks Launches Java Conversion Solution For Windows Mobile

Address 97% of mobile handsets using Java ME and alcheMo

SAN FRANCISCO, California – 9 September, 2008 – Innaworks, a premier provider of development tools for mobile content providers and game publishers, today launched alcheMo for Windows Mobile, the world's first fully automated solution to instantly port a standard Java Micro Edition (Java ME) mobile application to Windows Mobile 5.x and 6.x, Standard and Professional editions. Innaworks will showcase its products in booth 324 at the CTIA Wireless I.T. and Entertainment conference, being held 10-12 September in San Francisco.

“alcheMo for Windows Mobile helps content providers, enterprise developers and game developers leverage existing investments and produce quality native Windows Mobile application in a highly compressed timeframe,” said John O'Rourke, general manager at Microsoft Corp. “With alcheMo for Windows Mobile Java developers can take advantage of the huge market opportunity created by Microsoft's smartphone innovation and leadership.”

alcheMo for Windows Mobile is an important addition to the alcheMo family. “Windows Mobile is a leading platform with unmatched operator support and diverse off-deck distribution channels.” Stephen Cheng, CEO of Innaworks added, “With the introduction of alcheMo for Windows Mobile, developers can maintain a single code base to monetize on the four most important mobile platforms today, Java ME, Windows Mobile, BREW and iPhone, which together represent ninety seven percent of current mobile handsets.”

alcheMo for Windows Mobile is designed for simultaneous Java ME and native Windows Mobile application development, allowing mobile developers to leverage their existing Java ME investment and skill-sets. The patent-pending optimizing translator generates equivalent Visual Studio-ready C++ application source code in seconds. alcheMo for Windows Mobile is capable of converting Java ME applications utilizing an extensive subset of Java ME CLDC 1.1 and MIDP 2.0 (including touch screen support).

By reducing time to market by months, enabling simultaneous feature roll-outs across multiple mobile platforms while simplifying QA, ongoing customer support and product maintenance, the alcheMo product family delivers our customers an increase in organizational agility and ongoing competitive advantages.

alcheMo for Windows Mobile is targeted at mobile game publishers, mobile content providers, and in-house enterprise developers with an existing Java skill base. In-house enterprise developers and mobile content providers will appreciate the substantially improved IP protection, prevention of code tempering, fast application start-up, and the ease of supporting diverse handsets on multiple mobile platforms. Mobile game publishers will appreciate the substantially smoother game-play in a native Windows Mobile application compared to running in a virtual machine.

alcheMo for Windows Mobile is immediately available for licensing. Please contact Innaworks at alchemo-sales@innaworks.com for more information.

About Innaworks

Innaworks is a premier supplier of mobile development tools, providing automated solutions for porting and optimization. Innaworks' other offerings include alcheMo for BREW and alcheMo for iPhone, the market leaders in automated porting from Java ME to BREW and iPhone respectively, and mBooster, the de-facto industry standard for optimizing Java ME applications. Innaworks' customers include many top tier mobile content developers and mobile game

publishers. Founded in 2002, Innaworks is a privately held company with its headquarters in Wellington, New Zealand. Additional information is available at www.innaworks.com.

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