

Mobile ULC2 Alliance Launches World's Lowest Cost Smart Entry Phone With Web-Based Messaging Functions at Mobile World Congress

New Smart Entry Phone Promises to Bridge the Digital Divide

BARCELONA, Feb. 12 /CNW/ - An alliance of leading hardware and software vendors have joined together to develop the world's lowest cost smart entry phone that enables email and web-based messaging functions. The new Smart Entry Phone (SEP), which is targeted at emerging markets, will also enable simultaneous access to all leading communication portals such as MSN, ICQ, Chikka or Yahoo.

The Mobile ULC2 Alliance consists of Infineon Technologies, Jurong Technologies Industrial Corpn. Ltd, TJAT Systems Ltd. and Brightstar Corp. Infineon will develop the technology platform; TJAT Systems will enable all mobile messaging and integrated services; and Jurong Technologies will integrate Infineon's technology platform and other systems to produce the SEP. Brightstar will be the worldwide distributor of the new handset.

The Mobile ULC2 Alliance believes that the SEP will remove the affordability barrier in offering the lowest BOM costs, which incorporates high end functions such as email, localised services and IM. The ULC2 Alliance believes that the SEP offers both network operators and consumers in emerging markets a ground breaking new development by combining exceptionally low operational costs with no requirement for additional infrastructure purchases.

According to ABI Research, the developed markets' high saturation rates means that over 80% of new mobile phone subscribers in the next five years will come from emerging markets. ABI Research projects that by 2011, almost one out of every four handsets shipped globally will be an ultra low cost handset. India will be the biggest market in the next five years, growing from a little over nine million handsets in 2006 to more than 116 million handsets in 2011.

According to Gideon Drori CEO of TJAT, the mobile messaging company, "Only an unselfish alliance such as this could have produced such an important breakthrough, especially significant for countries lacking communication and digital infrastructure - finally truly 'bridging the digital divide'. The New Smart Entry phone will be affordable by all segments of society giving everyone the ability to communicate. We are convinced that this is a truly life changing development."

"The demand for low-cost, easy-to-use mobiles is constantly increasing, particularly in the emerging markets. Yet while this is so, many people still don't want to be without functions normally offered only in the high-end segment. Our server-based instant messaging solution achieved together with TJAT gives our target group low-cost access to mobile internet", said Prof. Dr. Hermann Eul, Member of the Management Board of Infineon Technologies AG and Head of the Communication Solutions Business Group.

Marcelo Claire, president, CEO & chairman of Brightstar said, "This combined device solution will provide access to affordable push email and Instant messaging capabilities to consumers. With our global infrastructure in over 50 countries on six continents, Brightstar is uniquely positioned to dis-

tribute these revolutionary devices in emerging countries in Asia and around the globe. This unique combination of technological expertise and vast reach puts this partnership in a position to meet a wide array of communication requirements”

“We are pleased to enter into this collaboration with Infineon and TJAT Systems to produce the world’s first and lowest-cost smart entry phone with web-based communication functions. We believe that there is a huge market potential for such a product, particularly in Asia, where internet usage and wireless handset subscription are both at an all-time high. Thus, we are pleased to have secured a valuable partner in Brightstar, who will be marketing the new smart entry phone worldwide, starting from the Asia Pacific,” said Mr Cheang Chee Ming, President and CEO of Jurong Technologies.

About Infineon

Infineon Technologies AG, Neubiberg, Germany, offers semiconductor and system solutions addressing three central challenges to modern society: energy efficiency, communications and security. In fiscal year 2006 (ending September), the company achieved sales of Euro 7.9 billion (including Qimonda sales of Euro 3.8 billion) with approximately 42,000 employees worldwide (including approximately 12,000 Qimonda employees). With a global presence, Infineon operates through its subsidiaries in the US from Milpitas, CA, in the Asia-Pacific region from Singapore, and in Japan from Tokyo. Infineon is listed on the Frankfurt Stock Exchange and on the New York Stock Exchange (ticker symbol: IFX). <http://www.infineon.com>

About Tjat

The TJAT Messaging Service is a browser-based mobile clientless solution that can be used to mobilise communications through existing Instant messaging communities (ICQ, MSN etc.). Tjat’s portfolio includes; tCHAT - simple but powerful IM solution; tMAIL - mobile email; tSPACE - remote media & file library; tPIX - personal remote storage for sharing media and tBRIDGE – a SIP/IMS based IM service. For further information about Tjat, please visit <http://www.tjat.com>.

About Jurong Technologies

Established in 1986, Singapore Exchange Main Board-listed, Jurong Technologies, provides Electronics Manufacturing Services (“EMS”) to Original Equipment Manufacturers (“OEMs”) and Original Design Manufacturers (“ODM”) in the wireless communication, hard disk drive, networking, PC peripherals and industrial sectors.

Headquartered in Singapore, Jurong Technologies has a wide manufacturing footprint with seven production facilities in Singapore, Malaysia, China (Suzhou and Tianjin), Indonesia (Batam), Thailand and Brazil (Jaguaruina). It has also established sales and marketing support offices in Singapore and the United States.

With fully integrated operations, the Group is capable of providing a full range of EMS solutions to its customers that includes product design and development; raw material procurement and management; prototyping; print circuit board assembly; partial and complete box-build assembly; modular products; and supporting Original Design Manufacturers. It has added new metal and plastic solutions to its manufacturing capabilities that will enhance its service offerings and value-add to its customers.

For further information, please visit <http://www.jurtech.com>

About Brightstar

Brightstar Corp. is a global leader in customized distribution and supply chain solutions for the wire-

less industry. With global headquarters in Miami, FL, Brightstar operates sales, distribution and manufacturing facilities in 50 countries on six continents. The company provides solutions to more than 30,000 network operators, MVNOs, retailers, resellers and independent agents around the world, and also represents the world's leading wireless manufacturers. For more information, visit <http://www.brightstarcorp.com>.

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