



*The Mobile Fun Connection*

Bordeaux, September 4, 2000

## Mobile Phones Finally Become Real Hand-Held Game Consoles Thanks To In-Fusio's ExEn Technology

In-Fusio, developer of games for mobile telephones, is launching its new ExEn (Execution Engine) technology around the world on September 4, 2000:

In Paris, at the Mobile Entertainment fair at the Nikko Hotel,  
from September 4 to 6, 2000

In Hong Kong, at the Mobile Commerce World fair at Shangri-La Hotel, from  
September 5 to 7, 2000

**With this innovative technology, games for mobile and communicating terminals enter a new era. This new game execution engine will give players 24-hour access to a full library of games directly from their mobile phones.**

ExEn allows users to download new games and extensions (levels, characters, etc.) at any time. Players retain all the advantages of embedded games (gameplay speed, telephone set reactivity, rich animations and graphics, 3D games, etc.) without the main disadvantage: the impossibility of changing games.

In-Fusio, world leader in Connected Mobile Games, used its unique position among game studios, network operators and handset manufacturers to develop this technology.

### **How does ExEn work?**

ExEn is a new technology designed by In-Fusio that allows users to download games over the mobile phone network and run them on their mobile phones. ExEn must first be implemented on the mobile phone. It then handles the interface between the terminal's operating system and the game program.

ExEn can be implemented on most current generation handsets, and can work over all existing GSM networks.

Technically, its game-dedicated Application Programming Interface (including sprite display, mapping, 3D graphic functions, music and sound effects, etc.) fits in seamlessly between the software and hardware layers of the mobile phone. *“These dedicated APIs make ExEn game execution up to 20 times faster than with general purpose virtual machines. This is essential for high quality game play!”* says Thomas Landspurg In-Fusio CTO.

In-Fusio is already working with four of the world's leading mobile phone manufacturers to integrate ExEn in their present and future generations of cellphones.

On the commercial side, In-Fusio already has the commitment from 3 major cellular operators to offer ExEn games to their customers in 2001. *“With 10 million ExEn mobile phones by the end of next year, In-Fusio becomes a major player in the hand-held game device industry”* says Gilles Raymond, In-Fusio CEO.

### **ExEn Advantages**

With embedded games, users were originally limited to those games provided by the manufacturer of their mobile phone. Thanks to ExEn, players will have access to a huge library of games that they can download to their telephones.

Downloaded games are then freely and instantly accessible via the ExEn menu.

Players are no longer passive—they become active and truly select the games they want to play, and create their own game libraries by downloading programs and deleting others.

Also, as with In-Fusio's embedded games, players benefit from interactivity via the SMS or data channels. This enables them to publish their scores, or receive promotional messages. As GPRS becomes available, they will easily play real time multi-player games.

With ExEn, games like PileUp, 3D Maze and Wata Raider, which contain both rich graphics and interactivity, can now be played on mobile phones, which would have been impossible in WAP mode.

*“ExEn meets all the consumer's expectations: quality of gameplay, large choice and instant access to games everywhere you go, even out of the network coverage”* says Marc Lefour, ExEn Product Manager.

No matter how good a game technology is, it needs to inspire the community of game developers to work with it. With the ExEn solution, In-Fusio has developed the best means to easily and rapidly design games that will work on all ExEn mobile phones.

This is why the world's leading game studios have chosen to use ExEn technology for their next generation of games. Among these well-known partners are Kalisto Entertainment, Toysoft, SCI Entertainment, Masa, Kaolink.

By late 2001, In-Fusio expects that over 100 games will be available in ExEn mode.

**About In-Fusio:**

Founded by Gilles Raymond in August 1998, In-Fusio pioneered the launch of games on mobile phones. As both designer and developer, In-Fusio is the first company in the world to offer connected mobile games to 8 operators in 7 countries and has now managed over 1 million game sessions.

Right from the start, In-Fusio stood out from conventional start-ups with its international vision in terms of both customers and co-workers: 10 different nationalities are already represented among the 50 employees present on-site in Bordeaux, as well as the those working in their design studio in Shanghai and the office in Japan.

**About Toysoft :**

Having the vision "To become a global leader in creating new personal entertainment culture over mobile space via excellent services and tools", TOYSOFT provides mobile entertainment solutions and contents such as Phone-embedded games, character download service, WAP games, and mobile Java games.

TOYSOFT was founded in April 1998 and has been a leading player in providing mobile games and character download service at Korean wireless market.

Meeting with new era of wireless market, TOYSOFT has expanded to global market since early of this year with establishing a new presence at USA. TOYSOFT is now processing several deals with major mobile phone manufacturers, wireless operators, and mobile service providers.

All of the services offered by ToySoft are leading to a unified direction, "Developing and distributing multimedia entertainment tools & contents for mobile generation through mobile internet".

**About SCI Entertainment :**

'SCi Entertainment Group plc' and "SCi Mobile Media is the mobile division of SCi Entertainment Group plc, one of Europe's leading publishers of computer and video games. SCi, whose games line up includes Thunderbirds, The Italian Job, Titanium Angels, Carmageddon and Mille Miglia, has announced plans for a range of entertainment products for Next Generation mobile phones".

**About MASA :**

The company Mathematiques Appliquees S.A. (MASA) was founded in 1997. MASA now counts more than 100 people (120 at the end of year 2000), 50% R&D (PhDs and Masters coming from the best labs of Europe and Asia), two representations in Paris, one in the UK (Brighton), with branch offices in New York and Beijing; and is profitable since 1999.

In videogames, MASA's leading-edge adaptive middleware DirectIA (Direct Intelligent Adaptation) has enabled the development of a new generation of games with the introduction of revolutionary gameplays created by the total personalization of the relationship with the player. This technology is being applied to online and wireless games, through the development of proprietary middleware.

**About KAOLINK :**

This company recently set up, is specialized in the creation, the development and the production of video games for consoles and mobile phones.

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