



## PRESS RELEASE

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### Kingston Technology and Actimagine to Provide Mobile Media Solutions for Smartphones

*Proprietary Mobile Media Player and High-quality Flash Card Combination Offers  
Secure Content-on-Card Delivery Method for Advanced Wireless Devices*

**Paris, 2006 April 5th** – Kingston Technology Company, Inc. and Actimagine today announced they are joining forces to deliver a secure, high-quality mobile media solution, effectively allowing mobile phones with expansion memory capabilities to view full-length feature films, TV programs, music videos and other video content while preserving copyright protection and preventing duplication of the viewing material.

#### **A New Wave of Digital Entertainment**

With the advent of advanced wireless devices released in greater numbers domestically, more consumers are discovering the entertainment value of viewing content on their multifunction handsets. As this wave grows, motion picture, TV and multimedia producers must find delivery methods to safely provide content for mobile phones and secure Flash memory cards offer an ideal solution regardless of the cards' distribution via wireless carriers, direct to consumer, retail channels or in-store kiosks.

*"In working with Actimagine, Kingston is addressing two of the most important issues in viewing video content on mobile phones: digital rights management and having a robust mobile media player to let viewers enjoy watching their favorite movie directly from their cell phone,"* said Keyla Velazquez, mobile media product manager, Kingston®. *"With the powerful Actimagine solution, the content delivery method is secure and mobile phone viewing is optimized without overstressing the device's batteries. This opens the door to a world of possibilities,"* continued Velazquez.

*"Given the variety of cards currently used by handset makers for mobile phone expansion memory, Actimagine required a partner who could provide complete content-on-card duplication services on numerous platforms. That's why we chose Kingston,"* said Yann Viot, vice president, marketing, Actimagine. *"Kingston offers an array of mobile memory solutions, ranging from standard SD and MMCplus to miniSD, microSD, and MMCmobile cards -- and all these Flash cards come with a lifetime warranty,"* added Viot.

The mobile media player from Actimagine keeps copyrighted materials safe from unscrupulous duplication and the advanced technology allows full-length movies to be viewed on Flash memory cards as small as 128 MB for TV-like 30fps full-screen high-quality

*more*



display on a mobile phone. On most Smartphones the end user can experience TV-like video for more than six and a half hours without recharging the device's battery.

Working with Actimage, Kingston will be an authorized content-on-card service provider, offering certified duplication and other enhanced capabilities backed by Kingston's legendary product quality and 24/7 technical support.

The combination of Actimage's smart display software and Kingston's OEM expertise in global memory manufacturing, testing, packaging and logistics creates a valuable mobile media solution for content providers such as studios, or other market segments, interested in safely distributing media on reliable Flash memory cards for mobile phones.

For further information, please contact:

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#### **About Actimage**

Actimage conceives, patents and licenses display software solutions for video and vector graphics. These solutions allow displaying video, multimedia interactive contents and user interfaces. Actimage has also patented a strong DRM solution that allows the protection of content stored on memory cards. Actimage display software can be embedded or used in any product with a color screen, from low to high speed processors, with or without operating system. For instance, Actimage technologies can be used on devices like mobile phones, MP3 players, toys, set-top boxes, TVs, home appliances, digital signage, kiosks, etc. Actimage software solutions provide high quality TV-like display with lower CPU requirements and no dedicated multimedia extra chip, thus limiting overheating, reducing battery power consumption while lowering hardware costs. Headquarter of Actimage is located in Paris, France. The company has overseas branches in Tokyo and Singapore. Customer references: Nintendo Co., Ltd, Sony Pictures Digital, Fisher Price, Majesco Entertainment,... [www.actimage.com](http://www.actimage.com)

#### **About Kingston Technology Company, Inc.**

Kingston Technology Company, Inc. is the world's largest independent manufacturer of memory products. With manufacturing facilities in Malaysia, Taiwan, China and Fountain Valley, California, Kingston supports all memory processing functions from receipt of wafer to completed module. Kingston serves a network of distributors, OEMs, and retail customers in more than 3,000 locations worldwide. For more information on Kingston, call (800) 337-8410, or go to [kingston.com](http://kingston.com).

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