



UI Magic Inc. Announces Availability of Language Pack for BREW Developers

SAN DIEGO, CA--(MARKET WIRE)--Jun 5, 2007 -- UI Magic Inc. (www.uimagicinc.com), a designer and developer of advanced user interfaces and applications, today announced the availability of the Language Pack extension, developed for QUALCOMM's BREW® solution. UI Magic will showcase its products in booth #62 at the BREW 2007 Conference, being held June 20 - June 22 in San Diego.

Language Pack is a BREW 3.1 extension that enables application developers to facilitate the input and display of characters in languages not natively supported by the handset. Once integrated into a BREW application, the Language Pack extension enables the end user to dynamically download and use any UI Magic font set. Each Language Pack includes a language-specific input method, font and translation table, enabling users to display and input complex two-byte characters such as simplified Chinese, Korean and Japanese on their mobile devices.

"Language Pack is ideal for memory constrained devices and enables a wide range of BREW applications to support the display and entry of complex characters on new and legacy devices," said Sean M. Broderick, CTO for UI Magic. "We are very excited to introduce Language Pack to BREW's global developer community to enhance application functionality and increase market penetration."

"Language Pack shows UI Magic's dedication to the mobile space and demonstrates the increasing number of options available to BREW developers," said Christophe Bernard, staff manager, developer relations for QUALCOMM Internet Services. "The Language Pack extension from UI Magic has all the markings of an effective and beneficial tool for BREW developers to create wireless offerings with a global reach."

BREW solutions change the way people relate to wireless data services. By enabling discovery and delivery of high-value content, BREW creates opportunities for the wireless industry to enhance consumers' mobile data experience. QUALCOMM's comprehensive and targeted BREW Signature Solutions offer reduced time to market and lower capital investment for companies providing mobile products and services. Customers also can benefit from several modular BREW offerings including, uiOne(TM), deliveryOne(TM) and QPoint(TM), which provide the foundation for customer-differentiated wireless data capabilities.

About UI Magic Inc.

Based in San Diego, California, UI Magic Inc. (www.uimagicinc.com) is a premier wireless technology and platform services company, which addresses the next generation mobile applications and interfaces supported by end-to-end services platforms. The company offers revolutionary custom User Interfaces that not only support customer-driven look and feel, but also a new host of services that seamlessly integrate into the company's advanced UI.

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