

## **direct/Red Bend Software Signs Global Agreement With Sharp to Embed FOTA Solutions on Mobile Devices**

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Press release from: [Red Bend Software](#)

### Red Bend Establishes Japan Office to Win Additional Business in Sophisticated Market

TOKYO -- (MARKET WIRE) -- 10/31/2005 -- Red Bend Software ([www.redbend.com](http://www.redbend.com)), the leading provider of firmware over-the-air (FOTA) update solutions for mobile devices, today announced it has signed a global agreement with Sharp Corporation to deploy its vCurrent™ Mobile FOTA update technology and Open Mobile Alliance (OMA) device management (DM) client on Sharp mobile phones.

Sharp is among the most successful mobile phone providers in the sophisticated Japanese market and a large supplier to the leading mobile network operators in Japan. Sharp's advanced 3G mobile phones equipped with Red Bend's vCurrent Mobile will provide a fail-safe function, which protects the integrity of the FOTA update in the event of a power loss to the phone.

"Adding Red Bend's FOTA capabilities to our mobile devices is critical to our success, enabling us to deliver the latest products to operators and users more quickly. The fact that the Red Bend client functions with the operators' existing infrastructure and is based on standards is very appealing," said Yoshisuke Hasegawa, Corporate Director and Group General Manager, Sharp Corporation.

Using Red Bend's patented FOTA solution and DM client, Sharp mobile devices will be able to more quickly deliver updated firmware over-the-air to phones already in users' hands. In this way, Sharp can deliver new features and products to the market more quickly and enhance the user's satisfaction with the phone. Red Bend's vCurrent Mobile technology achieves this by generating extremely compact updates which can be rapidly and cost-effectively delivered onto the handset with 100% accuracy. Unlike other FOTA solutions, vCurrent Mobile generates firmware updates without interfering with the original firmware image, making the update process simpler and faster.

### New Red Bend Japan Office to Compete for Additional Customers

In addition to attracting a significant new customer, Red Bend announces the opening of a new Japan office, located at Shinagawa Minatoku, Tokyo. The Red Bend Japan office provides sales, marketing and technical support, and is headed by Kazuhiro Abe, Japan country manager. Abe brings more than 20 years of experience in the telecommunications and IT industry.

"Red Bend has built a dominant position in the FOTA update market, having secured agreements with mobile phone manufacturers representing more than half of the global phone market," said Yoram Salinger, Red Bend CEO. "Our ability to successfully attract an advanced mobile phone supplier such as Sharp and to win business in Japan confirms the advantages of our offering. With our new office in Japan, we expect to further build our presence in this sophisticated and well-developed market."

### About Red Bend Software

Red Bend Software helps mobile phone manufacturers and network operators accelerate the adoption of new services and features, respond rapidly to customer problems and reduce the support costs through firmware over-the-air (FOTA) updates. Siemens Mobile, Sony Ericsson, LG Electronics and other large handset manufacturers use Red Bend's FOTA technology to quickly and reliably deliver compact firmware updates to mobile phones already in the hands of users. Founded in 1999, Red Bend develops advanced technology that enables reliable, risk-free installation and personalization of critical software through its vCurrent® product line and OMA-DM Client. Red Bend Software is a privately held, venture capital-financed company with corporate headquarters in Framingham, Massachusetts and offices in China, Israel, Japan, and the U.K. More information

about Red Bend Software is available at [www.redbend.com](http://www.redbend.com).

#### About Sharp Corporation

Sharp Corporation is a worldwide developer of innovative products and core technologies that play a key role in shaping the future of electronics. As a leader in liquid crystal displays (LCDs) and digital technologies, Sharp offers one of the broadest and most advanced lines of consumer electronics, information products and electronic components, while also creating new network businesses.

Sharp Corporation employs about 55,000 people worldwide (as of August 31, 2005) and recorded consolidated annual sales of 2,539,859 million yen for the fiscal year ended March 31, 2005. For more information, please visit Sharp's Web site at [sharp-world.com/index.html](http://sharp-world.com/index.html).

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