

## Flash Graphics without Flash Lite



KDB Technology Ltd, a leading developer of software technologies for mobile terminals, has announced launching EBoda™, a ground breaking technology that enables flash graphics, games and animations to be displayed on mobile handsets without any need for the Adobe Flash Lite installation.

Rich, sophisticated GUI designs for mobile phones have always been the exclusive enclave of high end mobile terminals, while, mid-range and low-end devices that form the majority of the market share have suffered consistently from lower grade user interfaces. However, EBoda™ changes the landscape by providing a single scalable solution that would fit all according to the device's capability and thus providing consistency across the board.

From Service Provisioning point of view this is a particularly significant breakthrough since businesses (Operators and 3<sup>rd</sup> Party Service Providers) focused in delivering graphics-rich contents (games and animations) to paying customers can now reach out to 99% of the mobile phone users rather than the relatively few smart-phones currently out in the market. EBoda™ effectively redefines the business case for content based services targeted at the mobile market.

EBoda™ can be installed as a stand-alone Midlet in MIDP2.0 Java, or used as a set of APIs to allow developers to enable Flash capability within their own J2ME applications.

“EBoda™ draws on Java's MIDP2.0 capabilities adapted to mobile phone terminals that have matured over many years, while replicating sophisticated Graphics User Interface (GUI) designs that have become increasingly the hallmark of mobile terminals as we enter the age of pervasive mobile connectivity.” according to Dan Hughes, KDB's founder and director of operations.

An EBoda™ enabled Java environment can execute rich GUI designs (including complex animation) on the fly, using Adobe Flash scripts known as SWF files without modification. Adobe Flash technology is a widely used design tool to create compelling GUI for mobile terminals. EBoda™ extends the reach of Adobe Flash by executing the resulting design directly in Java, thus reducing high memory and processing requirements drastically. It also allows MIDP2.0 Java to be used for key mobile applications on handsets other than mobile games.

EBoda™ is available for immediate licensing. For more information please Email [eboda@kdbtechnology.com](mailto:eboda@kdbtechnology.com).

### About KDB Technology Ltd

KDB Technology is a privately held technology company based in the United Kingdom. Its main focus is developing technologies relevant to mobile terminal applications. For further information, please visit our website [www.kdbtechnology.com](http://www.kdbtechnology.com). © 2008 KDB Technology Ltd. All rights reserved. EBoda and KDB Technology are registered trademarks of KDB Technology Ltd in the United Kingdom and/or other countries. Adobe Flash is a registered trademark of Adobe Incorporated.