

ACCESS AND EMBLAZE MOBILE UNVEIL ELSE INTUITION™

- **THE REVOLUTIONARY MOBILE PLATFORM DELIVERS UNIQUE AND UNMATCHED USER EXPERIENCE**
- **THE COMPANIES ALSO INTRODUCE THE FIRST ELSE™ DEVICE DEPLOYING ELSE INTUITION™ PLATFORM**

Tokyo, Japan, October 22, 2009 – ACCESS CO., LTD., a global provider of advanced software technologies to the mobile and beyond-PC markets, and Emblaze Mobile Ltd., a technology design house for cutting-edge mobile devices, today unveiled ELSE INTUITION™, a groundbreaking mobile platform jointly developed by ACCESS and Emblaze Mobile.

ELSE INTUITION™ combines ACCESS Linux Platform™ v3.0, ACCESS' flagship mobile Linux® platform, with a state-of-the art user experience, innovative user interface and a suite of services provided by Emblaze Mobile. In addition, the two companies previewed the first ELSE™, the first mobile device based on the ELSE INTUITION™ platform, jointly developed by ACCESS and Emblaze Mobile.

ELSE INTUITION™: A REVOLUTIONARY USER EXPERIENCE

ELSE INTUITION™ is a complete mobile platform developed by ACCESS and Emblaze Mobile. Thanks to the combination of ACCESS Linux Platform v3.0 and an advanced user interface engine, jointly developed by Emblaze Mobile and ACCESS, ELSE INTUITION™ delivers a highly compelling and differentiated user experience, coupled with state-of-the-art hardware, accelerated 2D/3D graphics and elegant transition effects. ELSE INTUITION™ takes advantage of ACCESS Linux Platform v3.0 to provide advanced flexibility and configurability, enabling users to run multiple applications simultaneously, switching between them with ease. All data and content, including contacts, appointments, videos and photos can be rendered anywhere, not just within a single dedicated application, giving users faster, easier and more consistent access to their information.

ELSE: A NEW CATEGORY OF MOBILE DEVICE

The first ELSE™, the first mobile device deploying the ELSE INTUITION™ platform, presents an entirely new category of mobile device that allows for a complete, fully-functional user experience. The device actually becomes the application, providing functionality that for the first time is able to match that of standalone off-the-shelf dedicated devices, such as digital cameras, top-ranked MP3 players, best-in-class GPS devices, and more, while maintaining an exceptional ease and simplicity of use.

The first ELSE™ is being previewed at ACCESS Day, ACCESS' annual ecosystem and partner event in Tokyo, Japan on October 22, 2009. The companies have already been actively promoting the first ELSE™ to top-tier mobile operators worldwide, and operator evaluations are currently underway. The complete global unveiling of the ELSE INTUITION™ platform and the first ELSE™ device will be announced separately.

Amir Kupervas, CEO, Emblaze Mobile, said, "Our vision is to create a revolutionary mobile solution that will change users' experience in the mobile arena. Imagine a device that is not a phone surrounded by gimmicks you will not use; where the camera literally replaces your digital camera; you get real-time push email wherever you are on the globe; almost every song and film in the world is one click away; and any one of its multitude of features is reached with no more than one light gesture of your finger and not buried deep inside folders within folders. If you imagine this, you imagine the first ELSE™ and the capabilities created with ELSE INTUITION™. And yes - it is definitely something ELSE. Our relationship with ACCESS and the privilege to leverage ACCESS Linux Platform has allowed us to fulfill our vision and bring it to fruition."

Tomihisa Kamada, president, co-CEO and co-founder of ACCESS, said, "Our goal of providing a complete solution for enabling the creation of advanced mobile devices aligned well with this innovative vision from Emblaze Mobile. ELSE INTUITION™ provides a perfect showcase for the flexibility and customizability of ACCESS Linux Platform. It underscores our ability to tailor and adapt our technology to suit our clients' requirements and to work directly with our clients to achieve their goals. Emblaze Mobile came to us with a thought-provoking concept to shake up the mobile industry, and I am delighted that ACCESS has been able to provide the software to make it happen."

ACCESS Linux Platform

The first ELSE™ and ELSE INTUITION™ are powered by ACCESS Linux Platform v3.0, which is compliant with LiMo Foundation specifications and employs ACCESS' world-leading NetFront™ Browser. The ACCESS Linux Platform v3.0 Advanced UI Engine enables development of state-of-the-art user interfaces with advanced graphical effects, and allows complete modification of applications' "look and feel" without requiring changes to the applications' code. The ACCESS Linux Platform v3.0 Advanced UI Engine also supports full hardware graphics acceleration via OpenGL® ES 2.0. The ACCESS Linux Platform v3.0 application suite and complete set of middleware enable the unique advanced services now made available by ELSE INTUITION™.

About ACCESS

ACCESS CO., LTD. is a global company providing leading technology, software products and platforms for Web browsing, mobile phones, wireless handhelds and other networked devices. ACCESS' product portfolio, including its NetFront™ Browser, ACCESS Linux Platform™ and Garnet™ OS, provides customers with solutions that enable faster time to market, flexibility and customizability. The company, headquartered in Tokyo, Japan, operates subsidiaries and affiliates in Asia, Europe and the United States. ACCESS is listed on the Tokyo Stock Exchange Mothers' Index under the number 4813. For more information about ACCESS, please visit <http://www.access-company.com/>.

About Emblaze Mobile

Emblaze Mobile Ltd. is a technology design house for cutting-edge mobile handsets. Founded in 2001 and headquartered in Israel, Emblaze Mobile develops next generation innovative cellular devices, utilizing state of the art Israeli technology and cooperating with global wireless players for manufacturing and global distribution. Emblaze Mobile is a wholly owned subsidiary of the Emblaze Ltd., a group of technology companies, publicly traded on the London Stock Exchange (LSE: BLZ) since 1996.

www.emblazemobile.com

For more information, contact:

Emblaze Mobile Ltd

Erica Flysher
Marketing, Emblaze Mobile +972 9 7699302

Corfin Communications
Harry Chathli, Alexis Gore +44 (0)20 7977 0020

Grayling
Alistair Scott +44 (0)20 7932 1871

ACCESS CO., LTD.

*Head Office (Japan)
Miyuki Hanzawa +81 (3) 5259-3685
prinfo@access.co.jp

U.S.
Pam Miracle +1 (408) 400-1543
pam.miracle@access-company.com

Europe
Laurence Clavère +33 (4) 99 52 41 00
laurence.clavere@access-company.com

China
Brenda Jiang +86 (10) 6439-6169
Brenda.jiang@access-company.com

###

© 2009 ACCESS CO., LTD and Emblaze Mobile. All rights reserved. ACCESS, the ACCESS logo, NetFront, ACCESS Linux Platform and Garnet are registered trademarks or trademarks of ACCESS CO., LTD. in the United States, Japan and/or other countries. The registered trademark LINUX® is used pursuant to a sublicense from Linux Mark Institute, the exclusive licensee of Linus Torvalds, owner of the mark on a world-wide basis. ELSE and ELSE INTUITION are trademarks of Emblaze Mobile Ltd. Flamingo is a trademark of CellPoint Connect. OMAP is a trademark of Texas Instruments -OpenGL® ES is a registered trademark of Silicon Graphics, Inc. in the United States and/or other countries worldwide. All other trademarks, logos and trade names mentioned in the document are the property of their respective owners.

ELSE™ Technical Specifications

Application processor:	TI OMAP 3430 WCDMA/HSDPA/ GSM/ GPRS/ EDGE
Supported bands:	Quad band 850 MHz, 900 MHz, 1800 MHz & 1900 MHz Tri-band 850 MHz, 1900 MHz & 2100 MHz
Bluetooth & WiFi:	BT 2.0 and 802.11 b/g
Main Display:	LCD 3.47" FWVGA 480x854, 262K colors 16:9 aspect ratio
Touch panel:	Capacitive type Memory: Internal flash 16GB 256MB RAM
Camera:	5 Megapixel, Auto-focus, 8x Digital Advanced stabilization technology
GPS:	Standalone GPS and Assisted-GPS
Microphones:	SiSonic™ (X 2 for noise cancellation) 3.5 mm headset jack Includes state-of-the-art Flamingo™ stereo headphones
Sensors:	Tilt, Proximity and Light sensors with adaptive handling
Battery:	1450mA/hour
Dimensions:	13mm (D) x 56.6mm (W) x 115.6