

- PRESS RELEASE -



**ANTIX LABS LAUNCHES GAME DEVELOPMENT KIT ALLOWING TRULY
PERVASIVE ROUTE TO MARKET FOR ALL MOBILE GAME DEVELOPERS**

**- Antix Labs' GDK is launched to the game development community
to allow delivery of games to the complete range of mobile devices in
rapid timeframe -**

8th February 2008: Antix Labs today announces the launch of its Game Development Kit (GDK) which allows game developers to rapidly develop their code and deploy across Antix-enabled devices, uniquely addressing the issue of fragmentation and offering immediate portability. The GDK is specifically designed for the Antix Game Player, which provides single binary coded games ubiquitously across the industry's architectures, enabling game applications to run at native speed across different platforms, irrespective of the hardware, thereby removing the need to create multiple SKUs. Native Antix games will run on phones previously denoted as being 'closed' devices, opening up a new target market for developers.

The GDK includes the complete toolset required – compilers, eclipse-based debugging environment, documentation, tools, tutorials and examples – to create a fully-signed, debugged and deployable mobile game, ready for certification as a binary portable file. It also includes a PC version of the Antix Game Player – enabling the game to be tested interactively at full speed, rather than within an emulated environment. The eclipse-based IDE comes tailored with GDK-specific plug-in features that allow binary portable games to be compiled and bundled with related assets and manifest data at the click

of a button. The resultant single 'atx' file is ready for testing, signing, deployment and of course, playing.

Phil Huxley, Head of GDK Development of Antix Labs, comments, "Developers have previously had to write their games according to the platform they were targeting, such as Windows or Symbian. With our GDK, developers can create a game for the Antix Game Player, which in turn allows the game to be ported to any platform on any Antix-enabled handset including previously closed devices."

Francis Charig, Chief Executive of Antix Labs said, "Reducing the need for multiple SKUs of the same game creates a very attractive economic model for developers as development costs are lower and timescales are shorter and therefore cheaper. Deployment of native content is necessary to generate the full revenue potential of the new generation of mobile devices. The Antix GDK is the only toolset which can ensure ubiquity whilst guaranteeing exceptional performance."

- ENDS -

About Antix Labs

Antix, the innovative, compact and powerful, universal player running single SKU, 2D and 3D, P2P games on phones, televisions and personal computers, accelerating content time-to-market, reducing development costs, exploiting existing assets, improving content discovery and designed to meet the consumer's ever increasing expectations and aspirations.

Antix Labs, headquartered in the UK, was founded in 2007 by Francis Charig, a World Economic Forum Technology Pioneer. The Antix team has accumulated more than 500 man-years experience in the design and bringing to market of rich media software platforms working for operators, handset

manufacturers, games publishers, compiler companies and silicon design houses.

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