



YAPPA's UI Solution Implemented on Ultra Mobile [WILLCOM D4]

April 14, 2008

YAPPA Corporation

YAPPA Corporation, a leading user interface company, today announced that WILLCOM, Inc. has selected YAPPA's user interface solution for its Ultra Mobile [WILLCOM D4] handset.

Ultra Mobile [WILLCOM D4] includes Intel's next generation mobile device platform equipped with intel's ® Centrino® Atom™ processor technology, Microsoft's latest OS Windows Vista Home Premium with Service Pack 1, Sharp's 5 inch wide liquid crystal, in addition to YAPPA's dynamic user interface.

YAPPA has delivered its SpinUI Effect Engine along with the user interface design to give users an attractive and intuitive user interface experience. The user interface 「AQUATIC」 has been designed taking the concept of the ocean with icons sinking in a downwards motion. SpinUI uses complex algorithms to enables seamless movement particularly when the icon drops downward. In addition, YAPPA provides adds excitement to the user interface by combining sound effects with the user operation.

*For details on the press release, please refer to the Japanese version.



From a user perspective, design is an important element when consumers are selecting a handset. YAPPA will continue to engage in research and development of user interfaces to domestic and foreign markets, delivering even more intuitive and easy to use products to a wide range of fields including mobile phones, smart phones, and digital consumer electronics.



About SpinUI Effects Engine

SpinUI is a 2D Effects engine developed for multiple platforms. The Engine supports various effects and animations, delivering intuitive and attractive user interfaces supporting seamless menu transitions. SpinUI operates on various OS and platforms and allows developers to easily and effectively utilize the effects.

About YAPPA Corporation

YAPPA Corporation specializes in the design consulting and technology development of UI (user interface) solutions consisting of conceptual graphic design, technical feasibility tests, and implementation in different operating systems and platforms. With years of experience in 2D/3D graphics, YAPPA delivers easy-to-use, intuitive interfaces to enrich user experiences in the embedded and web industries covering branding, product differentiation, advertisement, media content distribution and community networking. With headquarters in Tokyo, Japan, YAPPA has overseas offices in the U.S., France, and Israel.

For more information, please visit http://www.yappa.co.jp/index_en.html

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