



IDEAWORKS3D AND ARM ELEVATE MOBILE GAME DEVELOPMENT TO THE NEXT LEVEL

Partnership will deliver breakthrough efficiencies for development and cross-platform deployment of high-performance mobile games

LONDON, UK AND CAMBRIDGE, UK – Oct. 16, 2006 – Ideaworks3D Ltd. and ARM [(LSE:ARM); (Nasdaq:ARMHY)] today announced a strategic partnership to deliver a new generation of development tools and middleware for the mobile game market. As part of this effort, Ideaworks3D will license and integrate the ARM[®] RealView[®] Compilation Tools and RealView Real-Time System Model with its industry-leading Airplay[™] game development SDK and deployment solution.

“Platform fragmentation is the bane of the mobile games industry, leading to head-ache inducing costs and complexity for both developers and publishers,” said Thor Gunnarsson, VP and general manager, Labs, Ideaworks3D. “By joining forces with ARM, we can now offer fast-acting relief from the pain of handset porting, and help developers and publishers focus on the real business of making great mobile games.”

“Ideaworks3D and ARM share a common dedication to creating best-in-class tools that enable developers to cost effectively deliver outstanding mobile applications, more quickly than ever before,” said Bryn Parry, general manager, Development Systems, ARM. “The RealView tools, together with the Airplay solution, represent a uniquely powerful combination designed to combat platform fragmentation while delivering higher performance gaming to consumers.”

Airplay, when integrated with the ARM RealView Compilation Tools, will enable faster, more compact game code, with processor-specific optimizations for all ARM architectures. Further, integration of the Airplay solution with the RealView Real-Time System Model will deliver a unique virtual platform for real-time desktop-based debugging and QA testing, well before the hardware platform is available. This development will revolutionize cross-platform game development.

Designed to speed deployment across multiple software environments and hardware architectures, the Airplay SDK incorporates Airplay System, a cross-platform portability

technology and run-time execution environment that delivers binary compatible game code across ARM technology-based mobile devices. The resulting game can be deployed over-the-air to multiple operating systems and run-time environments without further porting or any requirement for additional embedded software or resident game engines on the mobile device.

“The rapid development in the capabilities of mobile handsets means tools such as the Airplay SDK are essential,” said Borgar Ljosland, business development manager, Graphics Business Unit, ARM, the division that markets the Mali™ family of graphics processors. “It enables ARM to provide access to its latest CPU, GPU and other emerging technologies ahead of the availability of the actual game platform. This enables developers to launch content that takes full advantage of cutting-edge platforms the moment they appear. ARM has long been a key participant in evolving standards and in building the ecosystem necessary to bring rich, compelling content to the mobile world. Today’s announcement of our expanded relationship with Ideaworks3D highlights this commitment.”

The Ideaworks3D and ARM partnership will drive tangible benefits for the industry. Game developers will benefit from a complete tool chain for rapid and optimized code development and debugging, including automatic debug output from internal testing teams to the game engineer’s desktop. Mobile game publishers will in turn realize dramatic savings by running the bulk of their QA testing on a desktop PC environment, with only pre-certification testing required on the actual handset.

Third-Generation Game Tools and Middleware

Ideaworks3D’s Airplay end-to-end software and service solution enables mobile developers and publishers to create, connect, and deploy high-performance native mobile games across multiple platforms and operating systems, including Symbian OS, BREW, Windows Mobile, Linux and selected RTOS environments. The Airplay solution, developed for more than six years by Ideaworks3D Labs, is the industry’s leading third-generation, commercially battle-tested game SDK.

Powered by ARM RealView Tools

The ARM RealView Compilation Tools have been researched and developed for more than 16 years to provide optimum support for the ARM architecture. The compilation tools deliver

the full set of software components required to build C and C++ applications targeting the 32-bit ARM and 16-bit Thumb[®] and Thumb-2 instruction sets. The RealView Compilation Tools are developed concurrently with new ARM architectures, which enables specific optimizations for each of these ARM architectures. This concurrent process has led to a proven track record of continually improved code density and performance.

The Airplay SDK will incorporate a Real-Time System Model created with the RealView System Generator, a tightly integrated member of the RealView series of tools, which enables platform providers to rapidly generate instruction-accurate virtual prototypes that are fast enough to interact with in real time. The speed of the generated virtual prototypes is comparable to the speed of currently available mobile devices, making it possible to test application software as it will appear on the end device, months before hardware is available.

Availability

The Airplay 3.0 SDK, featuring ARM RealView Tools, will be available for commercial licensing in Q1 2007 from Ideaworks3D, a member of the ARM Connected Community.

About Ideaworks3D

Ideaworks3D is a privately held technology and game development company headquartered in London. Founded in 1998 with a strong Oxford and Cambridge computer science and electronic engineering pedigree, the company has an unparalleled track record of creative innovation and technical leadership in the field of high performance mobile gaming. Ideaworks3D's Studio is the recipient of multiple industry accolades including two consecutive BAFTA Games Awards in 2005 and 2004 for best handheld and mobile games. More information can be found at www.ideaworks3d.com.

About ARM

ARM designs the technology that lies at the heart of advanced digital products, from mobile, home and enterprise solutions to embedded and emerging applications. ARM's comprehensive product offering includes 16/32-bit RISC microprocessors, data engines, graphics processors, digital libraries, embedded memories, peripherals, software and development tools, as well as analog functions and high-speed connectivity products. Combined with the company's broad Partner community, they provide a total system solution

that offers a fast, reliable path to market for leading electronics companies. More information on ARM is available at <http://www.arm.com>.

About the ARM Connected Community

The ARM Connected Community is a global network of companies aligned to provide a complete solution, from design to manufacture and end use, for products based on the ARM architecture. ARM offers a variety of resources to Community members, including promotional programs and peer-networking opportunities that enable a variety of ARM Partners to come together to provide end-to-end customer solutions. For more information, please visit <http://www.arm.com/community>.

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