

First International Digital Brings Multimedia to Motorola E380 Phone

For the past two years, First International Digital (FID) has been collaborating with Motorola on the development of entertainment software for cell phones. The partnership has led to the development of a version of FID's patented SuperMedia™ software technology specifically adapted to the needs of cellular phones. The driving force behind this technology, dubbed maxMIDI™, was the transfer of multimedia audio and video files over the air (OTA). maxMIDI™ enables Motorola to deliver music synchronized with text and pictures. Additionally, in working closely with Motorola, FID has tapped into the phone's unique capabilities to take advantage of funlights and vibration in sync with the music.

As a developer, FID has enjoyed early access to Motorola's new platforms, enabling it to release new applications and associated content simultaneously with the market introduction of the phone. Additionally, FID has been able to get solid technical support since Motorola has dedicated resources to deal with issues. FID has the ability to impact the availability of APIs necessary for their applications prior to finalization of the phone's software.

At the same time, Motorola enjoys the benefits of working closely with key application developers. Specifically, Motorola gains early real-time feedback that can lead to software modifications that support new applications or enhance the usability of existing apps.

The E380 is the eighth Motorola phone that FID now supports. The company is working with global content providers to ensure that desirable karaoke content is available in all regions upon product launch. Future enhancements of the maxMIDI™ standard are in development as a result of FID's involvement with Motorola's global marketing teams.

About FID

FID, or First International Digital, Inc., is a global multimedia company with nearly 100 patents in audio, video, speech and communications technology. The company is a leading provider of multimedia software and hardware solutions, including the patented MP3i(tm) and maxMIDI(tm) technologies and related hardware platforms such as digital audio players and language learning devices. FID licenses its software technology to OEM's for creating rich media experiences for entertainment and education applications.

Founded in late 1998, FID was previously Motorola Software Enterprises (MSE). The company is privately held and is financed by a number of corporate investors including Motorola, Via Technologies, and First International Computer.

For more information about FID click here: <http://www.fidinc.com/>