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[Lenovo Mobile Devices Powered by Esmertec Solution](#)

Esmertec's Jbed software solution powers major platforms for mobile handsets



Esmertec, a focused provider of software and services to communications device manufacturers and mobile telecom operators, announced that [Lenovo](#) Mobile, a world-wide leading Original Equipment Manufacturer (OEM) in China, has selected Esmertec's Jbed solution as the Java Virtual Machine, for its major commercial TI-based and Broadcom-based platforms. The first Jbed-powered handsets under the Lenovo P768 "Victory" brand, are expected to hit the Chinese market in Q1 2007. OEMs are increasingly requesting pre-integrated JVMs on their platforms as it enables them to reduce time to market for their products and ensure meeting the evolving Java requirements from operators. By pre-integrating Esmertec's Jbed Java solution on Lenovo Mobile's platforms [Lenovo](#) Mobile will leverage these benefits, and at the same time bring innovative mobile handsets with advanced multimedia features, such as games, to the Chinese market. "Delivering differentiated handsets with increasing levels of functionality is top priority for OEMs today in order to remain competitive", says Joe Burke, Esmertec VP Sales in APAC. "Our reliable and high performance pre-integrated solution will allow Lenovo Mobile the flexibility they are demanding for next-generation handsets, and we look forward to supporting a global player, like Lenovo Mobile, in delivering further mobile multimedia handsets to the market." Esmertec will be showcasing its complete solution portfolio at 3GSM World Congress, 12th-15th February, Barcelona.