



PRESS RELEASE

Pixel Technologies announces release 2.05 of the JIVE™ System – an advanced multi-user on-line entertainment system for Microsoft Windows Mobile-based Devices

New York, USA –October, 2003 — In conjunction with today's U.S. availability of Microsoft Windows Mobile software for Smartphone, Pixel Technologies, a leading provider of interactive multi-user, cross-platform applications and technology announced that release 2.05 of its 'JIVE™ System' is now fully compatible with all Windows Mobile software including Windows Mobile software for Smartphones. Windows Mobile software for Smartphone introduces an entirely new mobile phone experience through the integration of smart software and small, stylish handsets... all within an experience that is familiar to Windows users.

Pixel's JIVE™ System is one of the most complete solutions currently available for multiplatform on-line entertainment built using Microsoft's .NET Technology. JIVE™ enables mobile operators, as well as content publishers and developers, to create on-line multi-user and multiplayer games and applications for their subscribers on all Windows Mobile-based devices.

Pixel's JIVE™ System is also completely cross platform meaning that a Windows Mobile-based Smartphone user can play a Windows Mobile-based Pocket PC user or a Windows PC user and can access his/her account from any of these and many other devices.

Pixel currently offers two JIVE SDK's for developers - one for hi-score and one for full multiplayer capabilities - both of which are fully supported with on-line test servers and represent the state of the art for advanced on-line multi-user functionality.

Ramy Weitz CEO Pixel Technologies says: "Our JIVE™ System really shows off the power of the new Windows Mobile-based Smartphones. The JIVE™ System has been designed to bring all the best features of on-line gameplay to users of mobile devices in a simple to use package. The JIVE™ System and SDK offers the best generic solution for operators and developers alike to bring advanced on-line entertainment to their subscribers. We are delighted with the response from developers who are embracing the system with some excellent content and we look forward to releasing some great titles in the near future."

"For mobile operators and end users, gaming is a means by which to generate additional value and entertainment from mobile phones," said Irwin Rodriques, lead product manager of the Mobile Devices Division at Microsoft Corp. "Pixel Technologies provides a valuable development tool to professional game developers, allowing for the simplified support of Windows Mobile functionality, and the generation of an interactive and rich mobile gaming environment."

London Office: 90 Long Acre, Covent Garden, London WC2E 9RZ, UK

Tel: +44 (20) 7872 5841 Fax: +44 (20) 7753 2848

New York Office: 43 WEST 84 STREET, New York, NY 10024, USA

Tel: +1 212 580 9009 Fax: +1 917 591 7909

About Pixel Technologies Ltd

Pixel Technologies specializes in the creation of content and technologies for Advanced Games and Interactive Entertainment Services. Pixel's proprietary JIVE™ System enables iTV and Mobile operators, as well as content publishers and developers, to create on-line multi-user and multiplayer games and applications for their subscribers, independent of the client device the subscriber uses.

JIVE™ is robust and scalable and is deployable on any network using any protocol. The JIVE™ SDKs offer developers all the functionality required for the creation of premium on-line content.

The JIVE™ S3 Hi-Score System, which is a subset of the complete system, allows developers to add chargeable on-line hi-score functionality to existing standalone games - offering an increase in ARPU and access to an otherwise unexploited community for operators. A JIVE™ Service can be deployed rapidly on an ASP basis via Pixel's MAIP Partners.

Pixel Technologies' JIVE™ System is currently being deployed with iTV operators in the UK and the United States and with mobile operator's in several countries in Europe. Pixel Technologies' R&D centre is in United States with international sales offices in London and New York.

For further information, please contact:

Ramy Weitz, Pixel Technologies, +1 (212) 580 9009,
ramy@pixel-tech.com
www.pixel-tech.com

Other product or service names mentioned herein are the trademarks of their respective owners.

London Office: 90 Long Acre, Covent Garden, London WC2E 9RZ, UK
Tel: +44 (20) 7872 5841 Fax: +44 (20) 7753 2848

New York Office: 43 WEST 84 STREET, New York, NY 10024, USA
Tel: +1 212 580 9009 Fax: +1 917 591 7909