



# It pays to be Selective

## Kyocera Select Developer Program

Kyocera Wireless Corp. has created the Kyocera Select Developer Program—a membership-based BREW® and Java™ application developer network—to help develop premium mobile content for its handsets. The program allows content developers who meet our eligibility requirements the opportunity to develop games, ringtones, LBS applications, photo applications, and other mobile applications that can be loaded onto Kyocera phones. Membership is limited and fee-based.

### The Kyocera Select Developer Programs offers these potential benefits:

- Access to pre-commercial handsets
- Increased brand awareness through additional consumer, carrier and industry exposure
- Visibility through the Kyocera Wireless corporate website and Kyocera trade show booths
- Possibility of increased revenues based on an expanded content purchasing audience
- Access to Kyocera's expertise in embedding premium demo applications
- Pre-loading opportunities (pending carrier approval)

### Program membership requirements:

Only content developers who meet the following requirements will be considered for membership in the Kyocera Select Developer Program:

- Must be a certified BREW and/or Java developer
- Must have an existing carrier distribution agreement
- Must provide materials needed to evaluate content catalog (e.g., screenshots, AVIs, game files, etc.)
- Must complete Kyocera Select Developer Agreement\*

### About Kyocera Wireless Corp.

Kyocera Wireless Corp. is a leading supplier of innovative, feature-rich CDMA wireless devices and accessories for customers worldwide. Kyocera Wireless maintains an operating belief in the genius of simplicity and strives to make the wireless experience as simple and intuitive as humanly possible. The company is a wholly owned subsidiary of Kyocera International Inc., which acquired QUALCOMM Incorporated's CDMA consumer wireless phone business in February 2000. Based in San Diego, the company is ISO-14001 and ISO-9001 certified and has won city, state and federal awards for its environmentally friendly manufacturing and recycling practices.

Contact us today at: [www.kyocera-wireless.com/brew](http://www.kyocera-wireless.com/brew)



Be one of  
the Select few.

When it comes to BREW-enabled wireless phones, no one has been at it longer than Kyocera Wireless. And our history of technological innovation and marketing ingenuity speaks for itself:

- **February 2000:** Kyocera Wireless Corp. was formed when Kyocera acquired the terrestrial handset division of CDMA pioneer QUALCOMM, setting the stage for a perfect marriage of the Qualcomm legacy and BREW knowledge
- **April 2002:** Kyocera Wireless introduced the QCP 3035e—the world's first commercial BREW-enabled handset
- **September 2005:** Kyocera Wireless becomes the first handset manufacturer to preload a BREW application demo with a link to buy when we launched the Dorado with Cricket



\*Membership is granted at Kyocera Wireless Corp.'s sole discretion.



## Kyocera Select Developer Program Benefits Include:

1. Priority access to pre-commercial handsets at no charge (up to 2 devices per platform)
2. Priority access to device specifications
3. Priority access to data cables and necessary drivers
4. Priority access to firmware updates
5. Priority notification of future handset releases
6. Featured partner in related electronic direct mail
7. Featured partner on Kyocera Wireless Corp.'s (KWC) Gaming, Music and More Web site:
  - > Logo included on site
  - > Company Snapshot and link to web site for additional information
  - > Featured Developer Opportunity
8. Tradeshow presence:
  - > Demo content loaded on displayed handsets
  - > Potential opportunity to display marketing materials in KWC booth
9. Highlighted in carrier product presentations
10. Potential Partnership Press-Release upon signing of agreement and receipt of payment
11. Potential pre-load opportunities (Pending Carrier Approval)
12. Potential channel marketing opportunities (Pending Carrier Approval)

Features and benefits subject to change without notice.



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Visit our Web site at [www.kyocera-wireless.com](http://www.kyocera-wireless.com).

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