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Intrinsyc Ships Feature Phone Software Platform Preview

Intrinsyc's new feature phone platform now available for early evaluation

News Release

Bellevue, WA, USA, November 16, 2005, Intrinsyc Software International, Inc. (TSX:ICS), a mobility software and services company, today announced the availability of previews of its feature phone software platform. The previews are a software development kit (SDK) of the world's first Microsoft® Windows™ CE-based platform for mobile phones. Intrinsyc is shipping the SDK to a select group of silicon vendors, original equipment manufacturers (OEMs), original design manufacturers (ODMs), independent software vendors (ISVs) and network operators to gain final feedback prior to shipping the full product release in 2006.

Intrinsyc's SDK contains the software development tools and the licensable software components required to build a feature phone based on Windows CE. Feature phones make up the majority of 2005's estimated 800 million mobile handset sales, and are popular, compact, consumer devices with many advanced features such as cameras, colour screens, text and photo messaging, digital music and games.

By leveraging Microsoft's leading Windows CE development tools, Intrinsyc has provided a method for handset manufacturers to simulate the end phone design before committing to its underlying hardware. For network operators, the platform can be customized with a flexible user interface that can be branded or tailored to suit specific customer groups. These features allow handset-usability design and test, and software development to occur well in advance of the availability of new hardware.

"**Strategy Analytics** forecasts an annual total of 815 million phone units shipping worldwide in 2005, rising steadily to 1 billion in 2007," said **Chris Ambrosio, Director of Wireless Device Strategies, Strategy Analytics**. "Feature phones make up the majority of this market with a 52% share. We see that industry-wide, average handset prices are continuing a downward trend, creating the need for handset manufacturers to build cheaper phones while keeping development costs low. Added to that, these low-cost handsets must retain the advanced features that network operators and wireless carriers require in order to deliver compelling data services to the end customer. Intrinsyc is in an advantageous position to strike this balance, having identified this opportunity well in advance and building on its established mobile software experience."

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"The global handset market is increasing year-on-year, with feature phones representing the mass of this market," said **Peter Jacobson, VP, Equity Research, Communications Software, Kaufman Brothers (New York)**. "Handset manufacturers are constantly trying to keep up with this rapidly increasing market, and need to quickly ship popular, consumer-friendly phones that also encompass the needs of network operators. This represents an attractive opportunity for mobile software providers that can work directly with all segments of the mobile phone industry to gather requirements and create a common platform that ultimately speeds the time to market of mobile phones and reduces the development time and cost of the process."

"Intrinsyc has received global interest and support from the mobile handset industry since our initial feature phone software suite announcement in early 2005," said **Derek Spratt, CEO of Intrinsyc**. "We have committed the company's most experienced and mobile-savvy resources to this initiative, which has completed its first two important milestones on time and under budget. Today, many mobile phone manufacturers rely almost entirely on proprietary, internally developed and supported software for their feature phone product lines. Intrinsyc believes these solutions are not keeping pace with customer demands for new handsets designs and features, and as a result handset manufacturers are facing cost reduction, product, and time to market pressures. Our feature phone software enables handset manufacturers to create scalable product platforms that cover many different mobile phone market segments and feature sets simultaneously, at a significantly lower cost."

"Intrinsyc's team has been working closely with leading mobile phone ecosystem companies to design a product that addresses the key issues facing the mobile industry. These include advanced customizable user interface designs, lower software licensing and hardware costs, and much improved time to market for new phone designs," said **Randy Kath, VP of Mobile Software Products, Intrinsyc**. "By basing our platform on Microsoft's Windows CE operating system and tools, our partners and customers are able to leverage their Windows Mobile-based Smartphone development towards the higher volume and more cost sensitive feature phone market, and vice-versa."

Intrinsyc will ship further updates to the preview SDK in the coming months. Interested mobile handset industry vendors or network operators who wish to obtain a copy of this or future SDK releases should contact IFP@intrinsyc.com.

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About Intrinsyc Software International, Inc.

Intrinsyc is a mobility software and services company. Its technologies and services allow companies to identify and create innovative solutions that make mobile devices connect and work. Intrinsyc's unique knowledge enables companies to deliver winning mobile devices and solutions that build stronger and more successful businesses.

By leveraging Intrinsyc's mobile software products, engineering design services and systems integration expertise, customers make better decisions, improve productivity, and reduce time-to-market. Since 1996, Intrinsyc has built a strong customer base and has formed solid alliances with many leading technology companies including Microsoft, IBM, Intel, Philips, Siemens, General Electric, Hand Held Products, Texas Instruments and Ford.

The company's current strategic business initiative focuses on creating the world's leading alternative feature phone operating system based on Microsoft Windows CE. The purpose of this initiative is to deliver licensable software and tool extensions to help mobile phone manufacturers more efficiently design and deliver cost-effective handsets.

Intrinsyc is a publicly traded company, headquartered in Vancouver, Canada with additional regional development offices in Bellevue, Washington, Birmingham, UK and Barbados. To find out more about Intrinsyc, visit: www.Intrinsyc.com.

Forward Looking Statements

This press release may contain forward-looking statements that involve risks and uncertainties. These forward-looking statements relate to, among other things, plans and timing for the introduction or enhancement of our services and products, statements about future market conditions, supply and demand conditions, and other expectations, intentions and plans contained in this press release that are not historical fact. Our expectations regarding future revenues depend upon our ability to develop and supply products, which we do not produce today and that meet defined specifications. When used in this press release, the words "plan," "expect," "believe," and similar expressions generally identify forward-looking statements. These statements reflect our current expectations. They are subject to a number of risks and uncertainties, including, but not limited to, changes in technology and changes in the pervasive computing market. In light of the many risks and uncertainties surrounding the pervasive computing market, you should understand that we couldn't assure you that the forward-looking statements contained in this press release will be realized. The Company disclaims any intent or obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or results or otherwise.

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