



## **SIMalliance makes a major hit at GSM 2000 World Congress in Cannes**

10<sup>th</sup> March 2000, Germany, at the GSM world congress in Cannes 4 weeks ago the first public announcement of SIMalliance, the consortium of the four leading global smart card manufacturers was made.

Gemplus, Giesecke & Devrient (G&D), ORGA Kartensysteme and Schlumberger have since wasted no time in following up the response to its call for the standardisation and development of SIM and SIM Application Toolkit usage in the growth of value-added-services.

The first immediate development was that Oberthuer publically declared its support for the initiative and started the process of joining. As the SIMalliance already represents over 90% of the SIM manufacturing industry Oberthuers declaration was warmly welcomed by all.

The SIMalliance managed to capture the front page on the GSM Daily on the shows first day and this set an exciting tone for the whole event. The SIMalliance members and through the website have now received over 30 requests for membership, further information or to receive the SAT standard. In general they represent the major players in IT, server infra-structure, content providers, manufacturers and software developers. All of those who responded have been contacted and the SIMalliance is now setting up the infrastructure to evaluate and manage the interest.

What has really justified the hard work put into the SIMalliance over the last 5 months has been the reaction of major operators to the announcements. Described as a "Win-Win" situation many positive requests have been expressed especially coming at a time when the major concerns and challenges in mobile communications are the raft of proprietary operating systems that are inevitably created, competing against each other not always in the interests of operators, or the interoperability that will drive the industry as a whole.

The SIMalliance is now concentrating on finalising the SAT specification and will be making further announcements in the next few weeks.