



SIMalliance announces new [S@T](#)¹ 2004 specifications to support the current boom in [S@T](#) mobile services

London, September 22th, 2004, SIMalliance, an association of leading SIM card manufacturers reinforces its commitment to improve the interoperability of [S@T](#) Solutions by publishing a new release of the specifications set.

Since its introduction in 2000, [S@T](#) has become a field-proven technology with significant deployments. Capitalizing on its expertise, SIMalliance is proud to announce the availability of the new [S@T](#) specifications release 2004. It addresses the latest in-the-field service challenges. This new release aims at improving interoperability and supporting operators on dynamic STK services.

SIMalliance has facilitated the widespread uptake of [S@T](#) in a multi-provider environment.

Several [S@T](#) solutions have been chosen by 40 operators in 2004, both in mature and emerging markets.

The main operator benefit from STK browsing technology based on the [S@T](#) interoperable standard is the easy and flexible deployment of Value Added Services – ring tone downloads, chat, mobile banking, gaming-. With the additional SMS traffic generated, the STK service is an efficient tool to increase ARPU² and facilitate the uptake of data services (time to market, accessibility).

While ensuring backward compatibility with the previous [S@T](#) specifications, this new release encourages the roll-out and simplification of [S@T](#) implementations .

¹ [S@T](#): The first common industry specification for accessing dynamic SIM Tool Kit based services

² ARPU: Average Revenue Per User

Philippe Vallée, Chairman of the Board: *“Once again, SIMalliance works to promote interoperability and brings the additional benefits to the SIM card industry. All the mobile network operators who use [S@T](#) technology are seeing an increase in service usage”*

In addition, 2005 will see SIMalliance continue its efforts of supporting interoperability by revising the current [S@I](#) test specification. This will provide visibility on existing interoperability between the various [S@I](#) suppliers.

Download of the Specifications on: www.simalliance.org

About SIMalliance.

SIMalliance is a non-profit organization of leading SIM manufacturers (Axalto, Gemplus, Giesecke & Devrient, Oberthur Card Systems, ORGA Kartensysteme, Prism, Sagem, ST Incard and Xponcard) created to promote the benefits of SIM cards and SIM-based services and to provide open and interoperable solutions for mobile service deployment.

SIMalliance:

- Acts as an incubator for SIM card enhancements to be proposed to standardization bodies and industry fora
- Boosts adoption of innovative and interoperable SIM card-centric solutions
- Works towards complete interoperability between all the components of the mobile services environment (cards, platforms, handsets, applications)
- Promotes key functionalities and best usages of the SIM that help operators increase their ARPU, reduce costs and personalize their services offering.

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