

The SIMple Road to Convergence

Cartes'07, Paris, 13th November 2007, SIMalliance, the global association made up of the world's leading SIM card manufacturers, announces its participation in Cartes'07 as a supporting organisation and through its member companies present as exhibitors at the show.

For three days, Paris will ring to the clamour of over 20,000 voices discussing the latest and greatest developments in the smart card industry. Security will, of course, be top of the agenda alongside digital identity, personalisation and POS. But it is the SIM sector that is drawing increasing attention in the run up to Cartes 2007.

So what makes SIM so interesting? Fundamentally, it is the opportunities that today's powerful new cards afford the mobile industry. Now, as never before, the SIM is seen as the platform on which to build a host of converged applications, offering a vast array of vertical services – from mobile transactions, mobile TV, mobile Internet and beyond mobile with applications such as M2M or PC Access.

But more than this, it is the ability of today's crop of cards - from the Universal SIM for DVB-H mobile TV, to the Multimedia SIM with its memory capacity in excess of several Gig - to address the challenges facing a rapidly changing environment.

In its role of highlighting the central role of the SIM in the strategies of wireless operators, content & service providers and handset manufacturers, and delivering support, direction and solutions to maximise investment in SIM card technology, SIMalliance will be announcing new guidelines, specifications and tools:

- **SIMalliance defines security guidelines for Mobile TV SIM cards**
- **SIMalliance announces the publication of Technical Specifications for a backward compatible SIM-based solution ensuring easy portability of the multimedia phonebook**
- **SIMalliance announces partnership with Integri to market and distribute SIMAlizer**

The SIMalliance is a committed supporter of Cartes. This year, **Michel Canitrot, Chairman of SIMalliance's Board**, was a member of the Jury for the Sesames Awards, well known as the unchallenged innovation labels and global standards for card manufacturers and related industries. This competition is open to CARTES & IDentification exhibitors, as well as to those involved in the industry worldwide: manufacturers, users, integrators and developers. The SESAMES Awards are given out by a jury made up of international experts in the markets concerned.

Hervé Pierre, General Secretary of SIMalliance, will chair a day of sessions focusing on: authentication and identification; expanding services beyond the handset; and the impact and opportunities of SIM and NFC. In short, the future of the SIM card will be under discussion, and it's not a debate to be missed!



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Note to editors:

About SIMalliance: Putting the SIM at the heart of the new mobile eco-system

Over the past five years SIMalliance has become one of the world's foremost commentators in the mobile business. By operating outside the singular commercial interests of any individual SIM card player, the association has been able to pinpoint the mission critical services on the horizon and help steer their development to meet the practical needs of the mobile market.

With SIMalliance members now responsible for nine in every ten SIM cards sold worldwide, the collective vision of the association is uniquely placed to shape SIM developments and the impact they will have on the new generation of mobile services. From their standpoint, the challenge couldn't be clearer for the protagonists in the mobile eco-system.*

** SIMalliance members are: Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Oberthur Card Systems, Prism (A Net1 Company), Sagem Orga, SanDisk & XPonCard*

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