



Testing and Test Tools...  
<as easy as it looks>

## **SIMALLIANCE ANNOUNCES PARTNERSHIP WITH INTEGRI TO MARKET AND DISTRIBUTE SIMALIZER**

**SIMalliance facilitates interoperability testing between SIM cards and handsets to provide Operators and Handset Manufacturers a solution for fast & easy new service deployment**

**Cartes'07, 13th November 2007, SIMalliance, the global association made up of the world's leading SIM card manufacturers, announces that it has signed an agreement with Integri, leading provider of test tools and services for electronic transactions, to market its SIMAlizer.**

Differences in specification implementations result in the need for common work between SIM card suppliers and handset providers to realise complete interoperability necessary for the success of mobile transactions and multimedia applications.

To facilitate the implementation phase, SIMalliance has published recommendations which combine aggregations and sub-sets of standards. These describe which features are considered as important and which the SIMalliance advises not to implement in a handset. This has been done with a very pragmatic approach based on application deployment field experience.

For operators it is essential as interoperability is a pre-requisite to easily deploy new commercial applications and services whatever the SIM card or the mobile handset

With the proliferation of handset types, the testing phase necessary prior to commercial launch can become a cumbersome process for operators.

To facilitate the testing phase, SIMalliance has developed SIMAlizer, a tool which allows operators and handset manufacturers to validate different functionalities against these recommendations specified by SIMalliance.

Integri, who has proven experience as provider of test tools and services in payment and mobile applications, will market and distribute the SIMAlizer.

Commenting on the partnership, Michel Canitrot, SIMalliance Chairman of the Board said: "By partnering with Integri, we are able to offer a test solution globally thanks to their wide geographical reach and large installed customer base, with the certitude of a high level of service due to their expertise in selling and deploying test technology."

At Integri, Jan De Meester, CEO said: "We are pleased to team up with SIMalliance and add the SIMAlizer tool to our product offering." Mr De Meester added: "Being chosen as partner illustrates our reputation as a dedicated specialist and test technology provider for SIM and handset applications."

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## **NOTES TO EDITORS**

### **About the 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 and XPonCard*

*For more information: [www.simalliance.org](http://www.simalliance.org)*

### **About Integri**

*Integri is the leading global provider of IT solutions for testing and simulating electronic transactions. It offers a wide cards, terminals and hosts. Integri NV was established in 1992 and is headquartered in Zaventem (Belgium) and has*

*For more than 15 years, Integri has led the market with its smart card (payment and SIM card) test tools. Its INQ Pla solution for testing smart card compliance, payment transactions, EMV (L1&L2) applications, GSM/UMTS applicatio*

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