



Press Release

**The SIM Card to play a pivotal new role
revenue generation strategies of mobile operators**

*SIMalliance announces three major guidelines,
work on a Multimedia Phonebook,
and the launch of the first in a series of regional conferences:
SIMposium2008 Asia*

Mobile World Congress, Barcelona, 11-14 February 2008: SIMalliance, the global association made up of the world's leading SIM card manufacturers, is dedicated to promoting the SIM as the most secure and flexible multi-application device for the delivery of pioneering new wireless services, but also through an established programme of industry working groups, technical workshops and conference sessions, SIMalliance seeks to advance interoperability between SIM, handset and wireless network platforms.

At the Mobile World Congress 2008, SIMalliance announces the availability of **three major publications** for the advancement of interoperability between SIM, handset and OTA platforms and the acceleration of growth in the delivery of mobile converged services:

- ***Mobile TV Security Guidelines***
- ***Java Stepping Stones 2007***
- ***USB Interface Implementation Guidance***

SIMalliance announces that it is working on the Evolution of the SIM from Phonebook Storage to Personal Data Management System

And also:

SIMalliance launches the first in a series of regional conferences: SIMposium2008 Asia, following the success of its 2007 global conference in Berlin and sustained market growth in Asia Pacific.

Informa Telecoms & Media is named as Media Partner for global conference SIMposium 2008 in Berlin on 22nd and 23rd April 2008 and Production Partner for SIMposium 2008 Asia, in Hong Kong Bay in October 2008



REMINDER: SIMposium 2008!

SIMposium 2008: the official event of the SIMalliance – representing 90% of cards sold in the world – brings together professionals from across the mobile services value chain. SIMposium is not simply the voice of the SIM Industry but the premier international market place and conference where the mobile services eco-system meets the SIM Industry.

In 2007, SIMposium attracted over 300 delegates from across the globe. Now in its second year at the Berliner Congress Center, SIMposium 2008 will build on its success and will allow ecosystem partners:

- to share expertise & information with an expected 400+ industry delegates
- learn about latest industry developments through a 60+ speakers conference
- network in a casual and entertaining atmosphere in the 25 exhibitors catering area and the Dine & Wine party in Berlin

Registered journalists will have free access to all conference sessions, the exhibition, catering and entertainment. The high calibre of attendees makes SIMposium an ideal place for journalists to set up one-to-one interviews with industry executives.

To get accredited, go on www.simposium-simalliance.org or follow the link:

<http://www.simalliance.org/servlets/sfs?t=/contentManager/selectCatalog&e=UTF-8&i=1185787014303&l=0&s=6SdnKaHY6eFJ2ub85r&ParentID=1188291638301&intro=1&active=no>

1. Mobile TV Security Guidelines

SIMalliance today announces the availability of Mobile TV Security Guidelines to operators looking to select a SIM card that matches their expectations in relation to their risk management strategy for Mobile TV. The objective of the guidelines is two-fold:

- provide operators with the level of information needed to clarify security-related requirements for Mobile TV SIM cards and pre-empt the pitfalls which operators might fall into if their authentication technology does not tally with anti-fraud and piracy strategies.
- define a security evaluation process path shared by the industry, measuring the robustness of SIM cards ** for Mobile TV.

*** At present, there is no independent and public security evaluation that gives a level of robustness needed for SIM cards in the context of Mobile TV*

See full release on www.simalliance.org.



The guidelines can be downloaded at www.simalliance.org or follow the link:

<http://www.simalliance.org/servlets/sfs?t=/documentManager/sfdoc.file.upload&e=UTF-8&i=1185787014303&l=0&s=EBj918K1oHzMC8LGHuT&function=2&pathID=1202727466654&Upflag=1202727470993>

2. Java Stepping Stones 2007 Available

SIMalliance announces today the availability of the *Java Stepping Stones 2007*.

The document is a practical guide for the development of Java applications for USIM Cards which SIMalliance has been producing and updating for several years. It is a reference document for the Industry and highly useful to application developers (operators, third parties, SIM card manufacturers and others). Operators often refer to it in tenders. The objective of this document is to help the developer community create applications that will work regardless of the Java USIM card used.

The Java Stepping Stones 2007 follow latest standards, including Java Card Release 6 APIs and CAT-TP technologies for cards, applications and tools. It also contains a reference for interoperability with (U)SIM for CAT-TP platforms.

The Stepping Stones 2007 can be downloaded at www.simalliance.org or follow the link::

<http://www.simalliance.org/servlets/sfs?t=/documentManager/sfdoc.file.content&e=UTF-8&i=1185787014303&l=0&s=SXyMNSnXaqfXuACWaG&pathID=1196179657243>

3. USB Interface Implementation Guidance

SIMalliance announces today the release of an implementation guidance document for the new (U)SIM to handset interface, also known as the USB Interface. Through adopting high-speed multimedia SIM cards, operators are able to provide more sophisticated services that require fast interaction with handsets. The guidance document has been created to assist implementers in reducing interoperability risks and achieve early market introduction of cards and handsets supporting the new interface.

The new USB smartcard interface will enable new applications that need to transfer large amounts of data in an acceptable timeframe, such as Smart Card Web Server (SCWS) or mass storage file systems.

The guidance document can be downloaded at www.simalliance.org



4. Multimedia Phonebook: The Evolution of the SIM from Phonebook Storage to Personal Data Management System

SIMalliance is working on the evolution of the SIM from Phonebook Storage to Personal Data Management System. The backward-compatible SIM-based solution ensures the easy portability of the multimedia phonebook between devices, thus guaranteeing high user acceptance.

This solution enables the portability of additional users' personal data (such as task lists, calendars, emails, SMS, bookmarks, notes) and eases synchronisation with PCs and PDAs. The solution is based on existing standards. The technological foundations are OMA DS 1.2 (also known as SyncML), OMA SCWS 1.0, and 3GPP release 7 UICC standards. Both ISO and high-speed UICC interfaces are supported. The high penetration rate of SyncML technology in handsets is backing this approach.

The solution will also in the future allow the portability of groups information and support additional multimedia content (e.g. ring tones, voice tags). With this solution, operators will have the ability to configure the phonebook user interface to deploy new services and partly control the phonebook's look and feel. It will also provide an internal Java API to enable SIM resident applications to deliver additional services by exploiting contact information.

5. SIMalliance launches the first in a series of regional conferences: SIMposium2008 Asia following the success of its global conference in Berlin in 2007 and sustained market growth in Asia Pacific.

Informa Telecoms & Media is named as Media Partner for global conference SIMposium 2008 in Berlin on 22nd and 23rd April 2008 and Production Partner for SIMposium 2008 Asia, in Hong Kong Bay in October 2008

SIMalliance today announces that, following the success of its global conference in Berlin last year and due to sustained market growth in Asia Pacific, it is launching SIMposium2008 Asia, the first in a series of regional conferences. The event will take place in Hong Kong Bay in October 2008. The inaugural event will allow network operators, SIM card manufacturers and service, content and application providers to:

- debate latest trends in the convergence of mobile services and the impact of disruptive architectures and business models on the mobile services delivery value-chain
- identify emerging and new business opportunities
- attend live demonstrations and get explanations about the latest successful live mobile services & content implementation
- Connect with the wider SIM community in Asia Pacific



Commenting on the launch, Michel Canitrot, Chairman of SIMalliance's Board said, "We are delighted to launch this new event. The decision to create a series of regional conferences had been anticipated and announced right from the creation of SIMposium. Market conditions in Asia and the success of the first edition (SIMposium 2007 in Berlin) have accelerated our decision to better respond to local market needs and sustained growth."

SIMalliance also announces that it is partnering with respected industry event organiser, Informa Telecoms & Media to promote and produce the event. Informa has also been named as Media Partner for its global conference in Berlin on 22nd and 23rd April 2008.

Ian Hemming, CEO, Informa Telecoms & Media said, "Where Industries have a representative organisation, it is key for an event organisation company to work with this representative industry for the success of the event and the benefit of the whole Industry. We are happy to partner with SIMalliance to produce their regional conference in Asia."

To find out more, please visit www.simalliance-simposium.com

SIMply Necessary – An Insight into the SIM Card Market and the central role played by the SIM card in the mobile services transformation.

The extension of the handset's utility from telephone to multimedia device is revolutionising the telecoms landscape. Cameras, MP3 players and the convergence of applications on the handset is creating new opportunities for operators and opening doors of innovation for application developers. At the heart of this market transformation is the SIM card.

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 banking, mobile transport, mobile TV to mobile Internet.

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.

The SIM card has grown up and provides an incredibly compelling answer to these challenging questions. Gone are the technology limitations and today the SIM is the most secure and flexible multi-



application platform from which to deliver secure, interoperable, sophisticated personalisation, content storage and dynamic OTA management.

The SIM card now sits at the very centre of the communications ecosystem. Today's multimedia SIM cards are now more powerful, more flexible, have more functionality and support more applications than ever before. Nowhere is this evolution clearer than in the central role USIM is playing in enabling and securing a new crop of mobile TV services across the globe.

Quite simply, the multimedia SIM card now forms the hub of a new generation of converged multimedia services and applications – **and the industry is poised to play a pivotal new role in the revenue generated strategies of mobile operators.**

By using High Speed Multimedia SIM cards,

- Operators are able to provide more sophisticated services requiring fast interaction with the outside world: tailor-made, branded, secure, provisioned in advance and Over-The Air.
- Services & content providers benefit from a new distribution channel & platform and are able to protect their content through encryption and decryption in the tamper resistant environment of the USIM.
- Handset manufacturers save customisation and management costs.
- The end user benefits from the innovative device: a portable, secure, flexible and personalised token to ease access to wireless services

Global Figures for the SIM Card Market 2007

Don't forget SIMalliance will be announcing the statistics on the global SIM market at SIMposium 2008 on 22nd and 23rd April 2008 in Berlin.

SIMalliance annually collects and consolidates an overview of market SIM shipments from its members. Structured into industry relevant analysis (e.g. region, memory size, browser technology etc.), the statistics currently represents over 90 percent of all SIM shipments.

These numbers represent an incomparable knowledge of historic and 'glocal' data on SIM market evolution

-ends-

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

Stéphanie de Labriolle
SIMAlliance – Marketing Director
+33 6 85 91 19 94
Stephanie.delabriolle@simalliance.org
www.simalliance.org