Movenda S.p.A. joins SIMalliance Strategic Partner Programme

SIMalliance industry working groups brings mobile industry players together to define, promote and speed the implementation of next generation cellular applications

London, 24th September 2009: SIMalliance, the global association of SIM card manufacturers, announces that Movenda S.p.A., a provider of innovative software products for Device & SIM Card remote management has joined its Strategic Partner Programme.

The objective of the programme is to facilitate a unified approach to help speed the development and adoption of advanced SIM technology for next generation, end-to-end mobile environments, architectures and services. Through its eight working groups, the SIMalliance is collaborating across the industry to advance interoperability between SIM, handset and wireless platforms to enable the simple delivery of new value added services and reduce development costs.

Movenda has joined the Smart Card Web Server working group. The Smart Card Web Server technology leverages the universality of the SIM to deliver an open and standardized development environment, allowing network operators and application providers to create a new generation of powerful mobile applications. The other key benefit of the Smart Card Web Server is to ease the distribution of mobile applications towards consumers, even on "open market" devices that are not customized by network operators.

"We are very happy to welcome our second strategic partner. SIMalliance encourages additional mobile ecosystem players including handset manufacturers, content and service providers, and application developers to participate in relevant groups." said Michel Canitrot, Chairman of the Board, SIMalliance

"Advanced SIM technology is set to become a significant new revenue generator for operators, handset and services and content providers. By employing a cross industry approach focussed on interoperability, we can limit market fragmentation and ease integration in new telecom environments, resulting in a faster time to market for these new business models." He added.

"Movenda has already developed an OMA-compliant SCWS Management Server (MSCWS) and will be able to share experience and skills to improve the service and bring into the working group the feedbacks directly from our customers," said Marco Rossi, Founder & CEO, Movenda. *"We'll be very happy to provide our development skills for prototypization & trials and participate in the innovative effort to integrate SCWS technology with contactless technologies such as NFC",* he continued.

Current SIMalliance working groups include S@T, MarkUp Language, Interoperability, Mobile TV (on hold), Mobile NFC, Smart Card Web Server, OTA Asia and Handset Asia. Working group programme activities include:

- Concept workshops
- Recommendations on target architecture
- Reference implementations and open source guidance
- Initial interoperability coordination amongst early implementers
- Real-world demonstrations and pilots
- Liaison with relevant standards bodies and forums

Benefits of joining working groups include gaining a better understanding of advanced SIM applications and technology roadmaps, creating a vision for how these solutions can be integrated into new telecom environments, simplifying technical choices, facilitating market consistency and interoperability.

Organisations interested in participating in joining the SIMalliance Strategic Partner Programme should submit a written application to the Chairman of the applicable working group.

For more information on the SIMalliance Strategic Partner Programme, go to www.simalliance.org

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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: Datang, Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Oberthur Card Systems, Prism, Sagem Orga, SanDisk, Watchdata and Wuhan Tianyu

*SIMalliance strategic partners are FCI & Movenda

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About Movenda SpA

Movenda provides innovative software products for Device & SIM Card Remote Management. With its OTA (Over-The-Air) platforms, Movenda helps Mobile Operators, Handset & SIM Card manufacturers to accelerate the adoption of new technologies and services for SIM Card (SIM Card OTA management, Smart-Card Web-Server management) and handset (OMA Device Management, OMA Client Provisioning, OMA Firmware Upgrade OverTheAir). Telecom Italia is a Movenda minority shareholder. Movenda was founded in 1999 and is headquartered in Rome, Italy.

Movenda SCWS platform enables MNOs to explore remotely, to change dynamically and to schedule automatic update of SCWS pages on USIM for thousands of users. Movenda SCWS implements the SCWS Full admin protocol even over secured TLS channel. For more information, please visit www.movenda.com.

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