



**PRESS RELEASE**

## **SIMalliance Strategic Partner Programme brings mobile industry players together to define, promote and implement next generation cellular applications**

### **Call for new members to join industry working groups to speed the development of pioneering value added services**

**London, 21st April 2009:** SIMalliance, the global association of SIM card manufacturers, invites additional mobile industry players to join 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.

With 90 percent of the SIM market already represented in its working groups, the SIMalliance encourages additional mobile ecosystem players including handset manufacturers, mobile operators, content and service providers, and application developers to participate in relevant groups. The first strategic partner, FCI, a leading developer and manufacturer of high speed Backpanel connectors, has joined with more expected to follow.

*“Advanced SIM technology is set to become a significant new revenue generator for operators, handset and services and content providers,”* said Michel Canitrot, Chairman of the Board, SIMalliance. *“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. We have also extended our global footprint with four Asia Pacific members joining in the last two years alone, and are very pleased to welcome our first strategic partner – FCI. By working together, our members and strategic partners can enable a multitude of new applications for cellular users.”*

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](http://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

Stephanie de Labriolle

PR, Marketing & Web Consultant

+33 6 85 91 19 94

[sdelabriolle@free.fr](mailto:sdelabriolle@free.fr)

[stephanie.delabriolle@simalliance.org](mailto:stephanie.delabriolle@simalliance.org)

[www.simalliance.org](http://www.simalliance.org)