PRESS RELEASE

SIMalliance opens the SIM to Web Technologies

No matter which handset - Your preferred web application brought to you by your SIM

London, 10th Feb 2009: SIMalliance, the association of SIM card manufacturers, today announces the availability of their first Smart Card Web Server demo kit showcasing multimedia applications such as content store or interactive helpdesk running on a SIM card.

With the Smart Card Web Server, a world of advanced applications with rich user experience will be at hand of all subscribers whatever their handset.

Based on a tiny web server embedded in a SIM card and taking advantage of the handset browser as a user interface, the Smart Card Web Server bridges the gap between the SIM and the Internet to allow operators and developers create a new generation of powerful SIM applications and services and ease their distribution towards consumers.

Demonstrated on a LG Renoir, This demo kit* can be seen during **Mobile World Congress'09** at Gemalto (N°8A102), Giesecke & Devrient (N°8B65), Incard (N°**1A27**), Oberthur Technologies (N°8B68) and Sagem Orga (N°8B76)'s booths.

This demo has been created by a new SIMalliance working group featuring representation from all major SIM card manufacturers and dedicated to accelerate the growth of this exciting new business area.

The Working Group has also published an in-depth White Paper providing ecosystem players, in particular Mobile Network Operators (MNOs) and Service Providers (SPs), an understanding of how the Smart Card Web Server is working and what are its key benefits for the Telecom industry.

The White Paper can be downloaded at: www.simalliance.org/Downloads/SCWS

Michel Canitrot, Chairman of the Board at SIMalliance, said: *"After several years of work, the basis for the success of SCWS is at hand: the technology is ready, standards have been created and reference implementations for handsets and cards are available. SIMalliance members are now committed to help mobile operators bring their applications to the masses."*

* The Smart Card Web Server demo kit will also be available at SIMposium2009 in Vienna on 21st and 22nd April 2009

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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 ecosystem.

* SIMalliance members are: Datang, Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Oberthur Technologies, Prism, Sagem Orga, SanDisk, Watchdata and Wuhan Tianyu

Stephanie de Labriolle
PR, Marketing & Web Consultant
SIMalliance
+33 6 85 91 19 94
stephanie.delabriolle@simalliance.org
www.simalliance.org