



SIMalliance & TEAM Côte d'Azur announce SIMagine 2010 Edition and present the competition's new scope towards start up

Sophia Antipolis, 23rd September 2009

150,000 Euros worth of prizes for the most innovative SIM-based application or start-up project!

SIMalliance, the global reference organization for the SIM Industry, is proud to announce that they have taken over the organization of **SIMagine**, in partnership with **Team Côte d'Azur, Samsung & Sun** and sponsored by **Telefonica and Telecom Italia**, the annual worldwide competition honoring the most innovative (U)SIM-based mobile application or start up project.

Previously organized by a single SIM vendor, it has now become an Industry- supported event giving the winners for the first time in its 11-year history, **the recognition of the whole industry.**

SIMagine's objective is to promote the development and deployment of innovative SIM-based mobile applications and start up projects. Entries are judged on **innovation, commercial potential, usability and quality of design.**

SIMagine will honor an individual or a company for the **best SIM-based mobile application** or the **best SIM-based start up project.**

This year's edition will offer 150 000 Euros worth of prizes, including a whole range of support & coaching services, which will allow winners to successfully meet business opportunities ahead.

Team Côte d'Azur, as part of its strategy of developing the Mobile Telecoms sector in the Côte d'Azur, **with its partners Eurécom ParisTech, CERAM ESC Lille VENTECH and the law firm Kahn & Associates**, will give the winners a complete 24 months incubation period in Sophia Antipolis.

PRESS RELEASE



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Phase 1: From 1st August to 17th October: Candidates submit their application
50 entries are selected by the Jury and announced on 20th October

Phase 2: From 21st October to 15th January: Candidates submit projects in the form of a 8-page document in English, a 6-slide presentation and the Java code or business plan. Candidates are given a development kit and the appropriate support by SIMalliance Members.
10 finalists are selected by the Jury and announced on 26th January

Phase 3: From 26th January to SIMposium 2010 nominees get support & coaching from partners & sponsors during this stage and are given the opportunity to present their project in public at Mobile World Congress'10 .

Phase 4: The 10 finalists present their project to the full Jury at SIMposium2010.
6 winners are selected and announced at the Awards Ceremony during SIMposium2010

Further Information: www.simagine.info

Note to editors:

About SIMalliance:

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

Press Contact: Stéphanie de Labriolle
Marketing Consultant
SIMalliance
+33 6 85 91 19 94
stephanie.delabriolle@simalliance.org
www.simalliance.org

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About Team Côte d'Azur :

TEAM COTE D'AZUR is the Confidential Connection to the Côte d'Azur and the investors Personal Partner to ensure them that their start-up or expansion is trouble free and efficient. The agency is experienced in helping corporations evaluate the potential of the Côte d'Azur region and Sophia Antipolis science and technology park for their business set-up and expansion.

TEAM COTE D'AZUR provides investors with assistance related to :

- ▶ A precise evaluation of what the Côte d'Azur can offer with regard to your investment project,
- ▶ Free and confidential assistance in preparing your relocation file: feasibility study, identification and follow-up of financial subsidies that could be obtained,
- ▶ Help in the transfer or your teams to the area,
- ▶ Continuing assistance with essential local networking and communication functions,
- ▶ More detailed information on the firms that compose the Information Technologies Industry on the Côte d'Azur.

FOR R&D investments in Europe, think Sophia Antipolis :

- ▶ A world wide cluster for IT innovation
- ▶ Where business, academia and bright talent combine resources to pioneer breakthrough solutions

Press Contact: Catherine Gentil
 International Networks & Press Relations Manager
 Team Côte d'Azur
 +336 03 35 64 20
cgentil@teamcotedazur.fr
www.investincotedazur.com

About Samsung :

Samsung is one of the world's leading electronics companies, specializing in digital appliances and media, semiconductors, memory, and system integration. Today Samsung's innovative and top quality products and processes are world recognized

About Sun Microsystems:

Sun Microsystems, Inc. (NASDAQ: JAVA) provides network computing infrastructure solutions that include computer systems, software, storage and services. Its core brands include the Java technology platform, the Solaris operating system, MySQL, StorageTek and the UltraSPARC processor.



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