



## PRESS RELEASE

### **SIMalliance welcomes new members and partner**

#### **Cross industry approach focussed on interoperability limit market fragmentation and ease integration of the UICC\* in new telecom environments**

London, 24<sup>th</sup> June 2010, SIMalliance, the global association of SIM\* card manufacturers, continues to grow with the recent addition of two new members and one strategic partner.

The organization, whose members are responsible for nine out of every ten SIM cards shipped worldwide, welcomed new member Inkript to the fold. Microelectronica, after being acquired by American Banknote, has renewed its membership. And COMPRION has joined as a strategic partner.

*“We are very happy to welcome these new members and strategic partner. SIMalliance encourages additional mobile ecosystem players including handset & device manufacturers, software providers and system integrators to join and participate in relevant groups.”* said Frédéric Vasnier, Chairman of the Board, SIMalliance

*“The UICC as the only network element in the hands of the subscriber is the ideal platform to deploy new mass services on any device and is set to become a significant new revenue generator for operators, handset and service providers. By employing a cross industry approach focussed on interoperability, we can limit market fragmentation and ease its integration in new telecom environments, resulting in a faster time to market for these new business models.”* He added.

Lebanon-based Inkript is a trusted name in the smart card industry and a prominent player in the Middle East and Africa. A technology innovator, Inkript manufactures its products at plants located in Lebanon, Morocco and the Persian Gulf.



Spain's Microelectronica was a subsidiary of SanDisk Corporation (itself a SIMAlliance member) until its recent acquisition by American Banknote. The company designs, develops, manufactures and sells smart cards to mobile phone operators. The firm reports an annual turnover of approximately €16-million.

COMPRION of Germany is the worldwide leading manufacturer of test equipment for smart card interfaces. The firm sells devices that simulate the handset and allow for robust testing across a range of realistic scenarios.

*"With a track record in providing top tiers telecom operators in the Middle East, Africa, and CIS countries with customized SIM cards solutions, Inkript prides itself to team up with SIMAlliance to proactively contribute to the development of the industry, and looks forward to harness this contribution to the service of its clients,"* said Hassan Mokdad, CTO of Inkript.

Sandra Arias, Competence Center Director at Microelectrónica said, *"Renewing our membership with SIMAlliance, allows us to keep personalizing our service offer for the needs of our customers in the fast growing mobile industry; and reinforce our work in defining the new standards and service platforms needed by operators and end-users around the globe. Microelectrónica welcomes the opportunity to renew its SIMAlliance membership and looks forward to working together with the other members to develop the standards of the SIM card of the future."*

*"As a strategic partner of the SIMAlliance, we have the opportunity to contribute actively in working groups. Seeking to anticipate future technologies and customer needs, we can integrate new technical requirements promptly into our test tools. Being the only test equipment provider joining the SIMAlliance, COMPRION provides tools improving the quality of smart cards and ensuring interoperability between SIM cards and handsets"* states Michael Wehmeier, Managing Director of COMPRION.



Strategic partners are businesses or organizations that, while not actual SIM manufacturers, have a recognized interest in the industry and support the aims and goals of SIMAlliance.

Strategic partners also have the opportunity to join SIMAlliance working groups that bring industry players together to shape the future of mobile applications.

Current working groups include S@T, SIMpml, Interop', Green, NFC, Smart Card Web Server (SCWS) and two new groups Mobile Open Source and Long Term Evolution (LTE).

For more information about joining SIMAlliance as a member or strategic partner, visit [www.simalliance.org](http://www.simalliance.org).

- Ends-

#### **Note to Editors:**

*\*The UICC (Universal Integrated Circuit Card) most commonly called SIM Card, is a standardized physical and logical platform for smart card multi applications. The SIM (Subscriber Identification Module) is the application which sits on the UICC card and which is used typically by Mobile Network Operators (MNOs) to authenticate the user in a network.*

#### **About SIMAlliance: Putting the SIM at the heart of the new mobile eco-system**

*By operating outside the singular commercial interests of any individual SIM card player, SIMAlliance is 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 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, Inkript, Microelectronica, Oberthur Technologies, Prism, Sagem Orga, Watchdata and Wuhan Tianyu*

*SIMAlliance Strategic Partners are: Comprion FCI and Movenda*

#### Press Contact:

Stephanie de Labriolle

Marketing Consultant

+33 6 85 91 19 94

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

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

#### **About Inkript**

*Inkript is committed to safeguarding and enhancing the businesses of its clients through tailor-made smartcards solutions and security printing. In three decades Inkript has grown from a dominant player on the local market to a global business. Today, Inkript serves a portfolio of customers in over 25 countries to top tier business partners in the*



telecom, banking and governmental sectors. Inkript strategy for future expansions is driven by a continual investment in technology and talents.

For more information please visit [www.inkript.com](http://www.inkript.com)

#### **About Microelectrónica**

Microelectrónica Española, an ABnote company, was founded in 1981 focusing on microprocessor smart card technology and related solutions.

Its main focus relies on expanding and consolidating its businesses around the world.

ABnote S.A. with the acquisition of Microelectrónica is a leader company in the GSM industry in LATAM and it is increasing its presence in Europe apart from its' other business areas in the supply of solutions involving "subscriber identification modules (SIM)", "smart cards' and RFID tags", "identification systems", "driver's licenses", "check books", "security documents & printing" and other products and services such as "contactless".

With the integrity and trust built in 50 years, ABnote has established long-term relationships with its customers, including large financial institutions, large telecommunications companies and Governments. Technology and experience allows ABnote to understand all market demands and specific characteristics by using a fully integrated solution chain: from Research & Development, design, printing, manufacturing and management of data, to personalization, finishing, custody and distribution – always with a clear focus on customer satisfaction, quality, excellence and on results.

For more information please visit [www.mee.com.es](http://www.mee.com.es)

#### **About COMPRION**

COMPRION GmbH is the global leading manufacturer of comprehensive standard test and measurement equipment for smart card interfaces. COMPRION's tools for ISO 7816, SWP/HCI, IC-USB and NFC testing are used by all top smart card vendors, smart card issuers and terminal manufacturers. As an active member in standardisation and regulation organisations such as ETSI, NFC Forum, 3GPP, GCF, PTCRB and CCF, COMPRION provides reliable conformance test equipment for improving the quality and compliance between Smart Cards and mobile devices.

#### Press contact:

Kathleen Loeser

Marketing Manager

Phone: +49-5251-699 86 67

Fax: +49-5251-699 86 99

E-Mail: [kloeser@comprion.com](mailto:kloeser@comprion.com)

For more information please visit [www.comprion.com](http://www.comprion.com)