



**PRESS RELEASE**

## **SIMalliance Announces 2009 Market Growth**

**At SIMposium 2010, the global & annual event gathering the mobile services ecosystem around the SIM\* Industry**

**SIMposium2010, 30<sup>th</sup> June 2010:** SIMalliance, the global association of SIM\* card manufacturers, today announces the annualised sales figures for the SIM industry for Y2009.

The SIM card industry has weathered the financial storm comparatively well, showing a 2009 growth rate of 10 percent.

Worldwide, the industry shipped 3.4-billion units last year, of which 3.1-billion (90%) came from SIMalliance member firms.

India was the area of fastest growth with 65% of growth due to mobile penetration advancing year-on-year.

Average SIM memory grew by 8 percent mainly due to growth in Latin America, China and India.

3G migration rose by two percentage points to 20 percent of cards shipped.

**But as industry leaders wing their way to Rome for the two-day conference June 30th and July 1st, they'll have more on their minds than last year's market data.**

The huge success of smart phones is making Web 2.0 a reality and, in the process, changing the face of the mobile industry. At SIMposium 2010, market leaders will be discussing the future of applications, where they'll come from, who will develop them and how will they be paid for.

Cloud-based services will be on the agenda. With applications and data migrating to the cloud what are the implications for security? And network congestion?

And, as always, money is an issue and industry leaders will be trying to work out where revenue will come from and how it should be shared between all the players on the value chain.

Not to forget analytics and logistics where the (U)SIM\* can help make a real difference ie. in steering of roaming, customization costs, campaign management, subscriber analysis or network performance etc.



**SIMalliance will also be making a number of important and interesting announcements including —**

- SIMalliance has welcomed new member **Inkript** to the fold. 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.
- Following its acquisition by American Banknote, **Microelectronica** has renewed its membership in the SIMalliance.
- **Comprion** is pleased to come on board as a strategic partner. Strategic partners are firms that, while not an actual SIM manufacturer, are committed to the industry and support the goals of the SIMalliance by participating in Working Groups.
- After whittling down 103 entries from 35 countries, the **SIMagine** Contest judging panel have come up with a shortlist of 10 nominees. At SIMposium, 6 winners will be announced. They'll share €150,000 in prize money to help develop applications to run on the (U)SIM card.
- Another new working group has been opened looking at **Long Term Evolution (LTE)**. The group has already provided a first glimpse of its recommendations on the role of the UICC\* [Universal Integrated Circuit Card] in the Long Term Evolution (LTE) mobile environment.

The paper, entitled “**UICC in LTE: A Guidance from SIMalliance**” is available for download at [www.simalliance.org](http://www.simalliance.org).

The LTE group also announces today the publication of a new paper, entitled “**SIMalliance LTE UICC Profile**”. This document is a collection of requirements for optimal support of LTE/EPS networks by UICC and is available for download at [www.simalliance.org](http://www.simalliance.org).

- The SIMpml (SIM Profile Markup Language) working group in cooperation with the GSMA, has completed the first specification for a unified XML schema for SIM cards profile description. The aim of this standardized description is the simplification of operator's processes for definition of a SIM card profile, development of prototype and



commercial cards. It helps reduce time and increase portability of profiles between different SIM card vendors. The document is available for download at [www.simalliance.org](http://www.simalliance.org)

- For those who have not already seen it, the SIMAlliance white paper "Stepping Stones" has been updated to integrate Smart card Web Server (SCWS) technology. It's a practical guide to interoperability with tips and suggestions to help service developers design new applications that will work with any USIM card. Can be downloaded from [www.simalliance.org](http://www.simalliance.org)
- A new version (1.2.1) of the SIMAlliance CAT Loader has been released. The tool is compliant to ETSI Rel-6 and to GP 2.1 specifications and support application downloading via CAT-TP and SMS. This must-have tool lets applications developers download and install applications on the card, analyze content and remove applications. Can be downloaded from [www.simalliance.org](http://www.simalliance.org)
- And, finally, mark your calendars for SIMposium Asia on 28<sup>th</sup> and 29<sup>th</sup> September 2010 in Hong Kong and next year's SIMposium 2011 which will take place in the magnificent Czech capital Prague on 5<sup>th</sup> & 6<sup>th</sup> April 2011.

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#### **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.*

*\* The figures published in the press release are actual shipments volumes published by SIMAlliance. Actual shipments data, segmented by region, by memory size and by access technology are sent on an annual basis by SIMAlliance members to an independent third party. There is no direct exchange of data between SIMAlliance members. Consistent with SIMAlliance's practices for the exchange of historical data, the third party aggregates and anonymises the data so that no SIMAlliance member is able to identify another SIMAlliance member's contribution. The data is published on an annual basis, at the end of the first quarter of the following year.*

#### **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*

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