SIMalliance: Asian M2M Growth Potential Hinges on Security

SIMalliance to host M2M session at CARTES Asia

15 March, 2013 – As continued deployments of machine to machine (M2M) applications across diverse geographical and vertical markets in Asia give rise to an increasingly fragmented ecosystem, SIMalliance has called for industry players to put security and interoperability at the heart of their plans for development, or risk inhibiting the sector's prospects for growth.

To emphasise the importance of action during the sector's early-stage development, SIMalliance will be attending CARTES Asia to deliver a session on secure services and subscription management, which will assess the current status of M2M in Asia, discuss market variations and the threat of fragmentation, and explore the commercial and operational benefits of establishing a fully secure and interoperable ecosystem.

Bruno Basquin, Chair of the M2M and eUICC Working Group at SIMalliance, comments: "The M2M market is moving at pace throughout Asia, so stakeholder commitments made today will have a direct bearing on the sector's future success. With the technologies maturing and the scale of M2M deployments increasing, service providers, mobile network operators and other stakeholders across Asia must act now to address how M2M applications will securely interoperate across mobile networks, geographical borders, and different classes of device and machine."

The SIMalliance half day session at CARTES Asia will support the organisation's mission to drive the creation, deployment and management of secure mobile services globally. Entitled *'Secure Services and Subscription Management in M2M'*, it will provide an environment for delegates to find out about security advancements relative to M2M deployments, understand the opportunities presented by M2M and secure services, and learn more about the challenges faced during real life implementations from the automotive, consumer and smart metering industries in Asia.

The session will also address the role of the eUICC in existing and future ecosystems, demonstrating the communication needs within each industry, the constraints related to each domain and the vital role that the SIM and secure element (SE) play in the supporting infrastructure. The session will be rounded off with an overview of the potential for M2M applications in Asia, an evaluation of the importance of security in M2M services and a review of the services already in use.

The session is open to all delegates attending CARTES Asia and will be held on Wednesday, 27 March, at the AsiaWorld Expo, Hong Kong International Airport – Lantau Hong Kong, China.

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Note to Editors:

About SIMalliance:

SIMalliance is (the non-profit trade association) dedicated to supporting the creation, deployment and management of secure mobile services and applications across the globe. Working in partnership with members, strategic partners and the wider mobile community, SIMalliance anticipates and addresses the security, identity and mobility challenges of an increasingly converged internet. Through its working groups the alliance seeks to offer the blueprint to create a secure, open and interoperable environment where mobile services thrive. Headquartered in London, its membership is responsible for delivering the most widely distributed secure application delivery platform in the world (SIM/USIM).

SIMalliance members are Cipta Srigati Lestari (CSL), Eastcompeace, Fundamenture, Gemalto, Giesecke & Devrient, Incard, KONA I, Oberthur Technologies, Morpho, Valid, Watchdata and Wuhan Tianyu.

SIMalliance Strategic Partners are Comprion, Linxens and Movenda.

SIMalliance – Security Identity Mobility

For more information visit www.simalliance.org

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