SIMalliance @ 3GSM World Congress 2003

SIMalliance extends its reach and records

success of mobile SIM-based services

- **S@T - the SIMalliance Toolbox - drives mobile services**
- **SIMalliance creates a new workgroup to enforce SIM-handset interoperability**
- **SIMalliance welcomes Prism, its newest member**

SIMalliance

Energize your mobile services

S@T - the SIMalliance Toolbox - drives mobile services

Telecom operators have shown considerable interest in deploying S@T technology, especially in Eastern Europe, Asia and Latin America which has led to further market penetration proven by a significant number of commercial launches. The subscriber base is expected to grow to a rate similar to the platform deployment.

S@T supports the existing operator infrastructure and phase 2+ handsets. The value-added services available through S@T technology bring new revenue streams to telecom operators and provides benefits to end users all over the world.

The open and stable standard developed and supported by a large number of suppliers is one of the key factors for the success of S@T technology. The interoperable, industry-supported specification is a guarantee for network operators for an easy and unproblematic selection of multiple vendors that can supply the solutions that best fit their requirements.

In addition to providing unique mobile features (like push services and high interaction management), S@T technology offers a fast and simple introduction of new services (boosting time-to-market), optimising revenue potential from the services currently in demand from mobile subscribers.

The SIM card today plays an essential role in mobile value-added services with more than 90% of GSM operators having launched SIM Toolkit and SIM-based services. SIM cards are considered by most GSM operators as one of their main assets, allowing quick, efficient and cost effective, service access and deployments.

SIMalliance creates a new workgroup to enforce SIM-Handset Interoperability

SIMalliance has formed a new workgroup to support interoperability and standards enforcement between handset and SIM. The SIM Handset Interoperability Group will provide a vital point of contact between card manufacturers and mobile network operators and aims to improve SIM/handset communication to anticipate technology evolutions from both sides. It aims also to increase operators' awareness of SIM card capabilities, promote the essential handset requirements for the deployment of enhanced SIM-based services and ensure the interoperability of SIM features in handsets.

"SIMalliance is playing an essential role as an enabler of new SIM-based services, said Jean-Philippe Betoin, Chairman SIMalliance. "Thanks to these open standards, operators are now fully benefiting from unique SIM card features, low development costs and reduced time-to-market. We can now offer better integration of SIM cards with ever more advanced phones and new mobile services."

The SIM Handset Interoperability Group brings together technical marketing representatives from each of SIMalliance's members, with the aim of developing interoperability guidelines that will help mobile network operators define priority features for handsets and ensure smooth evolution of SIM technology.

The new group has set out a number of key strategies for fostering closer connections with GSM Association workgroups, including opening up its meetings to GSMA members and ensuring participation for its members in the Global Certification Forum (GCF). The group will also contribute its technical expertise to the GCF test specification and the M-services specification and aims to increase participation and exchange with the SCAG and TWG groups within the GSMA.

It is hoped that this collaborative approach will enable it to achieve greater synchronization with mobile network operators in the development and marketing of new mobile communication technologies based on SIM cards.

SIMalliance extends its reach by welcoming a new member

SIMalliance has the pleasure to welcome Prism, a new member company.
"Prism is pleased to have joined SIMalliance, where the best of breed thought leadership, innovation, product and market research, and the future of mobile communications can be shared with the leading stakeholders in mobile removable embedded microprocessors. For Prism, SIMalliance represents the single most prestigious and advanced global forum for this sort of collaboration", Mr. Deon Visser, Managing Director, Prism SIM Business Unit.
This new membership highlights the benefits of the work carried out within SIMalliance and then passed on to the SIM card industry to the ultimate benefit of wireless subscribers. Prism will enrich the SIMalliance by bringing in new ideas and resources to the current projects in different fields of SIM-based services.

To get full details of SIMalliance and freely download its work or learn how to join, visit us at www.simalliance.org

About SIMalliance

SIMalliance is a collaboration of the world's leading SIM card manufacturers: Gemplus, Giesecke & Devrient, Incard, Oberthur Card Systems, Orga Kartensysteme, Prism, SchlumbergerSema and XPoncard. SIMalliance is a non-profit organization created to promote the benefits of SIM cards and SIM-based services.

SIMalliance:
- Acts as an incubator for SIM card enhancements to be proposed to standardization bodies and industry forums,
- Boosts adoption of innovative and interoperable SIM card solutions,
- Eases the integration of the SIM card in the new mobile data architecture and services landscape.
SIMalliance promotes key functionalities and usages of the SIM card that help energize the new generation of mobile services.

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In the past 4 years, SIMalliance has achieved significant milestones in new SIM-based services, delivery tools and systems, such as S@T, the SIMalliance Toolbox, the first global SIM-browsing standard, and true interoperability for the Java Card™ SIM.

SIMalliance's main achievements for 2002:
- Extension of Java Card™ SIM interoperability support tools, created to accelerate progress towards full seamless interoperability of GSM Java applets.
- Contribution to preparatory work on a SIM API for Java mobile handset. This will benefit service development and deployments for mobile data services using the combined benefits of the card and phone.

All SIMalliance achievements are freely available on-line at www.simalliance.org.

SIMalliance is an initiative open to key GSM players worldwide.

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