SIMalliance announces new S@T \(^1\) 2004 specifications to support the current boom in S@T mobile services

**London, September 22\(^{nd}\), 2004,** SIMalliance, an association of leading SIM card manufacturers reinforces its commitment to improve the interoperability of S@T Solutions by publishing a new release of the specifications set.

Since its introduction in 2000, S@T has become a field-proven technology with significant deployments. Capitalizing on its expertise, SIMalliance is proud to announce the availability of the new S@T specifications release 2004. It addresses the latest in-the-field service challenges. This new release aims at improving interoperability and supporting operators on dynamic STK services.

SIMalliance has facilitated the widespread uptake of S@T in a multi-provider environment.
Several S@T solutions have been chosen by 40 operators in 2004, both in mature and emerging markets.
The main operator benefit from STK browsing technology based on the S@T interoperable standard is the easy and flexible deployment of Value Added Services – ring tone downloads, chat, mobile banking, gaming-. With the additional SMS traffic generated, the STK service is an efficient tool to increase ARPU\(^2\) and facilitate the uptake of data services (time to market, accessibility).

While ensuring backward compatibility with the previous S@T specifications, this new release encourages the roll-out and simplification of S@T implementations.

\(^1\) S@T: The first common industry specification for accessing dynamic SIM Tool Kit based services
\(^2\) ARPU: Average Revenue Per User

Philippe Vallée, Chairman of the Board:  “Once again, SIMalliance works to promote interoperability and brings the additional benefits to the SIM card industry. All the mobile network operators who use S@T technology are seeing an increase in service usage”
In addition, 2005 will see SIMalliance continue its efforts of supporting interoperability by revising the current S@T test specification. This will provide visibility on existing interoperability between the various S@T suppliers.

Download of the Specifications on: www.simalliance.org

About SIMalliance.
SIMalliance is a non-profit organization of leading SIM manufacturers (Axalto, Gemplus, Giesecke & Devrient, Oberthur Card Systems, ORGA Kartensysteme, Prism, Sagem, ST Incard and Xponcard) created to promote the benefits of SIM cards and SIM-based services and to provide open and interoperable solutions for mobile service deployment.

SIMalliance:
• Acts as an incubator for SIM card enhancements to be proposed to standardization bodies and industry fora
• Boosts adoption of innovative and interoperable SIM card-centric solutions
• Works towards complete interoperability between all the components of the mobile services environment (cards, platforms, handsets, applications)
• Promotes key functionalities and best usages of the SIM that help operators increase their ARPU, reduce costs and personalize their services offering.

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