



PRESS RELEASE

SIMALLIANCE LAUNCHES NEW SHOW FOR MARKETING, BUSINESS AND TECHNOLOGY INNOVATORS

Cartes, Paris, November 07, 2006: SIMalliance, the world's leading association of SIM card vendors, today revealed its plan to create SIMposium 2007: the first in a series of international conferences & exhibitions.

Scheduled to take place in Berlin on the 24th and 25th April 2007, SIMposium 2007 promises to bring the mobile eco-system's actors together to:

- debate latest trends in mobile services and architectures
- identify new business opportunities
- see demonstrations and get explanations about the latest successful live mobile services & content

in a unique blend of presentations, workshops, interactive sessions and social events.

"SIMposium 2007 answers the numerous calls we've heard from the major players across the mobile eco-system," says SIMalliance Chairman Christophe Dolique.

"Our aim is to create a genuine forum for debate strong enough to engage today's increasingly diverse mobile community as technologies fuse together to create exciting opportunities".

Expected to accommodate 250 delegates and 30 exhibitors, SIMposium 2007 is aimed at Marketing Managers, Business Development Managers, Market and Product Managers, Service Designers and SIM Managers across the entire mobile value-chain.

Representatives from the Operator, Handset Manufacturer, Application and Content Provider, Hardware & Software Vendor, Integrator, Brand & Media communities are

already committed to the newly created programme committee designed to help define the conference agenda & format.

Topics such as fixed/mobile convergence, contactless services, mobile TV, machine-to-machine applications, MVNO & brand strategies plus services/content differentiation are some of the primary issues SIMposium 2007 will put under the spotlight .

A number of key players from the industry have already confirmed their participation, including:

Klaus Vedder, Chairman **ETSI SCP** & Executive Vice President, **Giesecke & Devrient**
Philippe Vallée, Executive Vice President, Telecommunications and R&D, **Gemalto**
Jean-Christophe Tisseuil, Head of Marketing BU Telecommunication, **SAGEM-Orga**
Lars-Erik Sellin, Chief Technology Officer, SmartTrust
Michele Scarlatella, Vice President Marketing, Incard S.A.
Michèle Scanlon, Principal Consultant, **Green Giraffe**
Eytan Pisetzky, VP Marketing MNO Division, **M-Systems**
Graham McKay, Director, **Prism**
Cedric Mangaud, CEO, **Abaxia**
Jais Lidlgruber Agertoft, Technology Manager, **NOKIA**
Alain Jarre, Director Mobile Marketing & Solutions, **Oberthur Card Systems**
Jean-Yves GRALL, Marketing Director EMEA, **SPANSION**
Christophe Dolique, Chairman **SIMalliance**, Vice President Marketing & Strategy Telecoms, **Gemalto**
Sergio Cozzolino, Chairman **GSM Association SCAG**
Valerie Bozzetto, Creative & Commercial Director, **IRM.TV**

Registrations received before December 15th, 2006 will benefit from a 300 Euro discount on the normal 1499 Euro (+16% VAT) price. Full registration and sponsorship opportunities are available at:

simposium@simalliance.org.

Tel :+33 1 41 06 67 70

www.simalliance.org

More information on programme committee:

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About SIMalliance:

SIMalliance is the world's leading consortium of SIM interest groups. Representing approximately 80% of the global SIM card market, SIMalliance steers industry innovation and champions the high value business benefits that SIM services deliver.

Gemalto, Giesecke & Devrient, Incard, Microelectronica, Oberthur Card Systems, Prism, Sagem-Orga and Xponcard are all SIMalliance members.

visit www.simalliance.org or email info@simalliance.org for more information

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