



## **DATANG JOINS SIMALLIANCE**

***SIMalliance, the global reference organisation for the SIM Industry,  
welcomes its fourth Asia Pacific member***

London, 19th March 2009, SIMalliance announces that Datang Microelectronics Co., Ltd. (Datang) - the largest domestic IC products provider in China - today reinforced its commitment to common and interoperable SIM, handset and wireless platform architectures by officially joining the association.

The Datang membership further establishes SIMalliance's footprint in Asia Pacific, a booming market with a growth of 50% in the number of SIM cards shipped in 2007 over 2006.

*"We are welcoming our new partner and looking forward to Datang contributions, which will reinforce the deployment of new SIM based solutions in the mobile market in Asia Pacific »* said Michel Canitrot, Chairman of the Board at SIMalliance. "

With this extended footprint the SIMalliance once again will be able to better steer the development of the Industry to meet the practical needs of the mobile market and accelerate the growth in mobile services & content by reducing the fragmentation of technologies through the advancement of operability between SIM, handset & wireless platforms.

Commenting on joining the alliance, LuQiu Qigang, Vice President at Datang said : *« SIMalliance is The professional organization of the global SIM card Industry, whose members are responsible for more than 90% of SIM cards sold every year. The work of SIMalliance allows the mobile services eco-system to have clear directions on where the market is going and the right tools & recommendations to advance in this direction. Datang will contribute to SIMalliance and collaborate with SIMalliance to further promote industry standardization. »*

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**Note to editors:**



大唐微电子技术有限公司  
DATANG MICROELECTRONICS TECHNOLOGY CO.,LTD.

### **About SIMalliance: Putting the SIM at the heart of the new mobile eco-system**

Over the past five years SIMalliance has become one of the world's foremost commentators in the mobile business. By operating outside the singular commercial interests of any individual SIM card player, the association has been 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\* now 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, Oberthur Card Systems, Prism, Sagem Orga, SanDisk, Watchdata and Wuhan Tianyu

Stephanie de Labriolle  
PR, Marketing & Web Consultant  
+33 6 85 91 19 94  
[sdelabriolle@free.fr](mailto:sdelabriolle@free.fr)  
[stephanie.delabriolle@simalliance.org](mailto:stephanie.delabriolle@simalliance.org)

[www.simalliance.org](http://www.simalliance.org)

### **About Datang Microelectronics Co., Ltd. (Datang)**

About Datang Microelectronics Co., Ltd. (Datang) is a company that provides IC designs and products, covering smart cards, SOC telecommunication integrated circuits and dedicated telecommunication facility solution based on SOC integrated circuits.

As the largest domestic IC products provider in Chinese smart card market, Datang's products are widely used in telecommunication industry, in which public IC phone card modules occupied about 50% market share, SIM/RUIM cards and 3G USIM cards occupied 17% market share in Chinese mainland market in year 2008. Datang has already exported the SIM/RUIM card products to more than 10 countries in Asia, Africa, Europe and Middle East. Datang's dedicated contactless IC for Chinese Resident & Identification Card has gained about 25% market share. The dedicated social security IC, which launched by Datang, entered Chinese social security market in 2007 and got 30% market share in 2008. Banking IC will be the next product launched into market by Datang.

Datang is capable of IC designing, IC testing, wafer back grinding, die sawing, module packaging, smart card milling & implanting, smart card COS developing and downloading, as well as smart card personalization. Besides, Datang is capable of customizing client end application system to meet various requirements from customers. More than 20 provinces in mainland China have been adopting the OTA systems which were collectively researched and developed by China Mobile and Datang. The systems have been serving about 300 millions of subscribers. Removable RUIM card released by Datang was successfully adopted by China Unicom CDMA system. It highly inspired the development of CDMA VAS and it is also used in some other countries in the world. Datang pays much attention to patent protection and has already applied for 120 patents of which more than 95% are invention patents. Among the grants, one is honored "Award For Outstanding Chinese Patented Invention" by the World Intellectual Property Organization and the State Intellectual Property Office, and another is awarded "Significant Technology Invention" by the Ministry of Information Industry.

Currently, Datang owns one million capacity of IC testing and module packaging per day, and 600K capacity of smart card milling & implanting, COS downloading and personalizing per day. Datang has grown up from IC design company to a total solution provider, with the capability of IC testing, wafer back grinding, die sawing, module packaging, COS developing and downloading, card milling & implanting, card personalizing and client end application system developing. Our Philosophy is "Service makes success, innovation creates future" and being a world-class IC design & product company is our objective.

Lea Wan  
[wanjing@dmtd.com.cn](mailto:wanjing@dmtd.com.cn)  
Website: [www.dmt.com.cn](http://www.dmt.com.cn)