

## Press Release

# *SIMposium Global 2012: Forging ahead with an innovative world of mobile payment and communication choice*

17<sup>th</sup> July 2012

London, July 17<sup>th</sup>, 2012: With the smart phone fast becoming the primary device for communicating and managing everyday tasks, much of the debate at this year's SIMposium Global 2012 event was focused on the enabling role of security in extending innovative mobile service delivery across the world.

Bringing together 250 application developers, global payment providers, manufacturers, end-user brands and mobile network operators, SIMposium Global has become the annual meeting place for key industry players to discuss and tackle some of the biggest and most pressing security and identity issues impacting today's increasingly diverse community of mobile users.

Watch the at-show interviews [here](#)

This year's event, held in Berlin, was no exception - featuring intense discussions on how to confront the security challenges arising from a future in which smart phones are the repository for our wallets, contacts, keys and more.

But much of the buzz this year related to how NFC technology has now reached a tipping point, in terms of contactless payment success, and the future opportunities and challenges this technology opens up.

Similarly, with M2M (machine-to-machine) technology set to revolutionise everyday life, business leaders were keen to review the latest developments in default security, identity and access devices.

M2M communication is currently transforming mobile health, and playing a key role in smart metering and smart buildings. Automotive and other markets are looking into M2M to optimise many aspects of their business – from supply chain to telematics and mobile entertainment. Defining how to ensure all players involved in the M2M ecosystem will work together for the benefit of all was a key agenda item for many attendees.

For further information, read the show report [here](#).

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### **Note to Editors:**

*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 Eastcompeace, Fundamenture, Gemalto, Giesecke & Devrient, Incard, Kona@I, Oberthur Technologies, Morpho, Valid, Watchdata & Wuhan Tianyu.*

*SIMalliance Strategic Partners are Comprion, Linxens and Movenda.*

*SIMalliance – Security Identity Mobility*

*For more information visit [www.simalliance.org](http://www.simalliance.org)*

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