

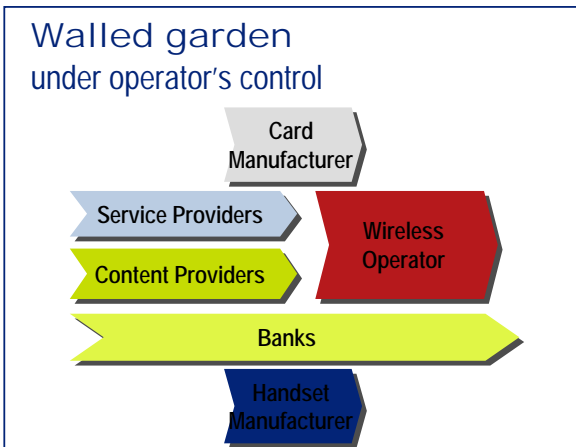
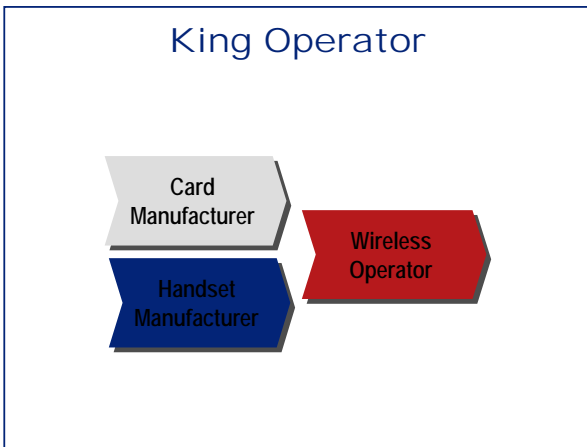
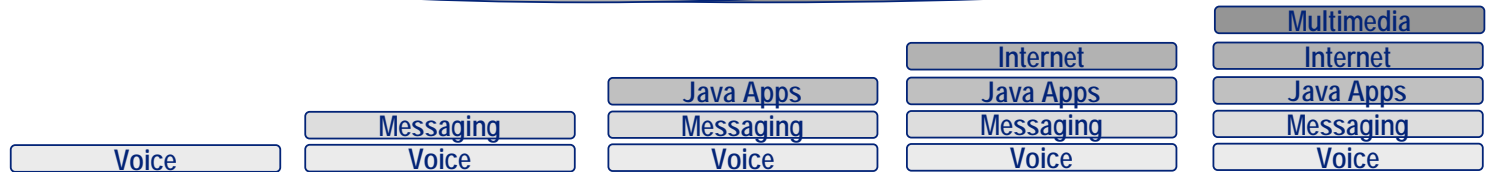
Carte (U)SIM et 3^{ème} génération de téléphonie mobile

Forum OCOVA, 22 septembre 2005

Laetitia JAY
Product manager
JavaCard & 3G

Mobile telecom market evolution

Impact on MNOs strategies



SATURATED MARKETS

- Develop subscribers personalnized programs
- Differentiate from competitors & other value chain actors
- Develop secured and profitable open models



The vision

Making the **SIM the key asset** to support MNOs in their business and technology challenges arising from **multimedia convergence**

How to manage the **content & services?**

How to deal with the **end-user relationship?**

How to simplify & control the **multimedia environment?**

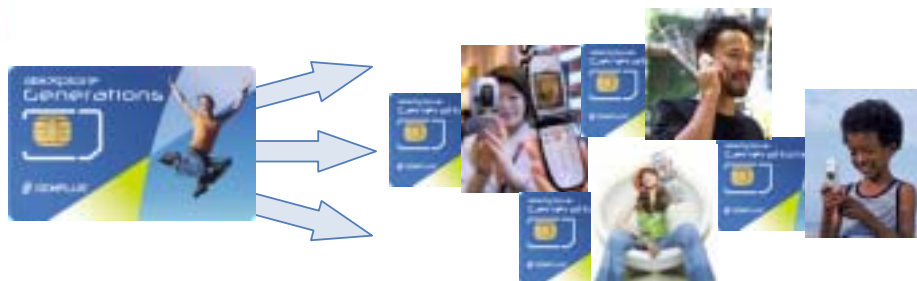
The Next Generation SIM



- Breaking down technical barriers
- Flexible design concept
- New features to power multimedia services
- Providing unique, portable platform for multimedia data & services



Added-value & Benefits for...



Mobile operator

- **Accelerates** card & service roll-out
- Allows **segmented marketing**
- Centralizes **data & service storage**
- **Reduces** handset perso and customer care **costs**
- Safeguards role in multi-media era

End-User

- Data & service stored in **unique, safe place**
- All personal data and services are **portable**
- Multimedia services are **tailored to personality**
- Phone & service use is **hassle-free**



Manage handsets diversity & complexity

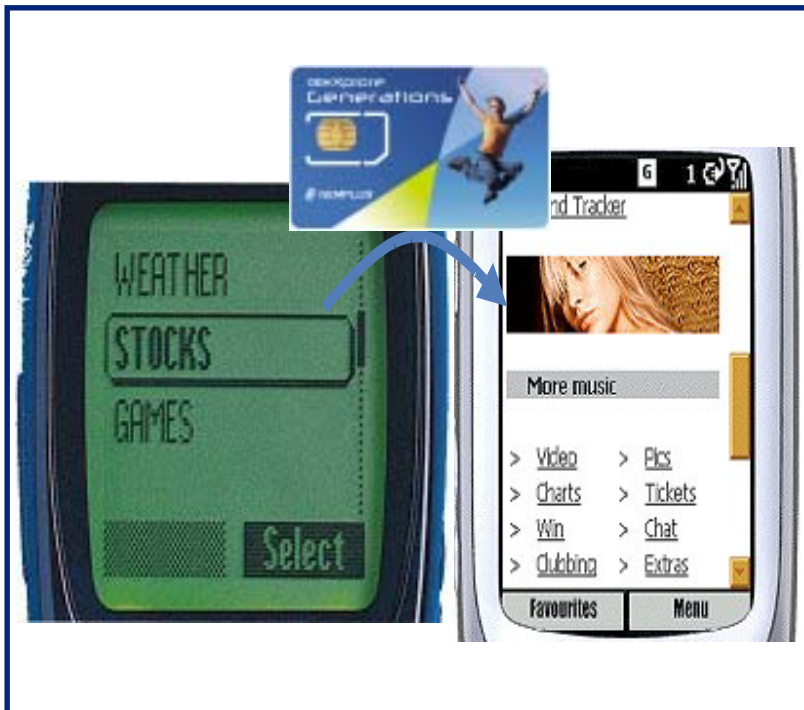


SIM: enable "Device Management" to

- Manage handsets Complexity
 - Simplified logistics & handset renewal: Device personalization in pre & post-issuance
 - Reduced Customer Support Costs
 - Secure DSU (Device Software Upgrade)

- Manage Telecom Operators & Services provider' Brand
 - Make service portfolio and brand visible & unify on any device

Facilitate services access & Harmonize GUI



Mobile server in the SIM to provide internet like services menu

- Convenience & service adoption
 - One single colored smart menu to deal with all services
 - Immediate access to home page MNO web portal
- Ubiquity
 - Unified & personalized services' access & "look and feel" what ever the handset



GEM Xplore

Generations 256KB to 1GB SIM Card

M u l t i m e d i a

A huge storage capacity not only for data but also for innovative applications & services



- Multimedia contents storage (Multimedia Phonebook, MMS, MP3, Logos, Photos, Video...)
- Embedded content (service catalog, demos, trials,...)
- Unified presentation and access of services (web server capabilities)
- Handset personalization and provisioning (Device Management tree)
- Sensitive applications (m-payment, m-TV, Contactless, network access...)
- ID and rights objects (DRM, m-commerce, J2ME)

The evolving role of the SIM

Reinforcing link between operators and customers

Working with network
& handset

Centralizing personal data
& service management

Securing and facilitating
the mobile experience

Personalizing and updating
mobile devices and services



Questions?

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