



SmartTrust Advances Machine-to-Machine Market, Applications through Partnership with Leading Wireless Operator

Relationship with TeliaSonera Aimed at Quickly, Effectively Delivering Specialized M2M Solutions

STOCKHOLM, June 29, 2010 – SmartTrust, has been selected by TeliaSonera as its partner for Over-the-Air (OTA) management of Machine-to-Machine (M2M) solutions supporting the operator's specialized offerings that facilitate streamlined and improved service levels across a variety of industries including alarm, financial and vehicle-tracking applications. SmartTrust, a developer of SIM and Mobile Device Management (MDM) software for mobile operators, provides TeliaSonera with an M2M product suite that allows the mobile operator to manage SIMs, devices and applications used in M2M solutions.

SmartTrust's Over-the-Air (OTA) platform enables the most efficient implementation of M2M business processes through the company's proven SIM and device management solutions which not only support the introduction and ongoing support of initial services but also help in the deployment of new applications.

"Machine-to-Machine communications represents an opportunity that is potentially larger than either the mobile or Internet revolutions," said Hans Dahlberg, head of industrial services, TeliaSonera. "We're excited to have SmartTrust as a partner to support M2M enabled applications in a variety of areas including electronic payment transactions, vehicle tracking and positioning, information and entertainment. Additionally, many industries will ultimately streamline and improve their service levels thanks M2M applications."

With a variety of module, SmartTrust addresses key components associated with the M2M ecosystem. Specifically:

- **SmartODA™** offers on-demand M2M subscriptions and SIM activation
- **SmartAct™** provides M2M SIM management
- **SmartInsight™** and **SmartProvisioning™** deliver M2M module identification and management
- **SmartàLaCarte™** supports SIM-based M2M offerings including Quality of Service and positioning applications



- **SmartManage™** delivers a foundation for managing industry-specific applications for M2M modules including units embedded in vending machines and automobiles
- **SmartLicentio™** facilitates secure mobile transactions

“Life cycle management provides a profound challenge for M2M solutions and the operators deploying them,” said **Marianne Arosenius**, managing director, SmartTrust. “SmartTrust is excited to provide TeliaSonera with OTA capabilities and management components that play a fundamental role in the mobile network operator ensuring a successful, cost-effective M2M endeavor regardless of application or service.”

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About SmartTrust

SmartTrust is a developer of device and SIM Management software designed to provide mobile network operators improved awareness of their subscribers, efficient management of the SIMs and devices on their network, as well as the opportunity to quickly and easily offer targeted revenue generating services and applications.

Operators of more than 200 networks worldwide including AT&T, Claro, Etisalat, KPN, T-Mobile, Telenor, and Vodafone rely upon SmartTrust technology to address the unique business challenges of today's mobile markets. With a complete portfolio of products and services, which facilitate the management of the entire lifecycle for SIMs, handsets and services as well as Dynamic Roaming Steering, SmartTrust delivers the tools for successfully managing the subscriber experience.

SmartTrust is a part of the Giesecke & Devrient Group.

For more information visit www.smarttrust.com

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