



SmartTrust Expands North American Presence with Canadian Office

Wireless Industry Veteran Stephen Orr to Lead Company's Operations in Canada

TORONTO, Canada, July 30, 2009 - In an effort to best address the needs of emerging and established providers of wireless service in Canada, SmartTrust today announced the opening of an office in Toronto. SmartTrust, a developer of Mobile Device Management (MDM) and SIM management software for mobile operators, also appointed Stephen Orr to lead the Canadian business team.

Orr brings more than 20 years of high-tech sales, engineering and business development experience to SmartTrust. Before joining SmartTrust, he served as vice president of strategy and business development for Motorola Canada's mobile devices business where he focused on e-commerce, advanced wireless services and near-field communication/mobile payments projects.

"As we continue to work closely with both major wireless carriers as well as operators who are seeking to launch next-generation services, establishing an office in Canada was a natural step. This strategic expansion allows us to deliver solutions that allow potential SmartTrust customers to succeed financially and technologically," said [Magnus Friberg](#), president of SmartTrust's Americas unit. "Stephen's proven track record in addressing the needs of all the major Canadian wireless service providers allows our potential customers to work with a familiar face who truly understands their desires and goals."

Orr has also served as Motorola's director of national carrier sales and was the lead for its wireless carrier sales team, owning responsibility for sales and marketing initiatives for the company's national carrier partners including Bell Mobility, TELUS Mobility, Rogers Communications and Fido.

"With Canadian service providers seeking a common and SIM independent platform for managing next-generation handsets while also maintaining their evolving networks, SmartTrust offers a solution that will help carriers achieve the ability to ensure that smart phones and virtually all other devices operating on its network will be recognized, correctly configured and optimized to the full extent of each device's specific potential and capability reliability and performance," said Orr, director of SmartTrust's Canadian operators. "This is an extremely exciting time to join SmartTrust and I look forward to further developing our already strong relationships as operators seek the tools they need to operate in the most efficient and effective manner possible."

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About SmartTrust

SmartTrust is a developer of MDM and SIM management software designed to provide mobile network operators improved awareness of their subscribers and efficient management of the 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 mobile networks worldwide rely on SmartTrust's technology to build comprehensive solutions which address the unique business challenges of today's mobile markets. With a complete portfolio of Mobile Device Management offerings which facilitate the initial handset configuration and the continual support and servicing of the device, SmartTrust technology is relied upon by top mobile network operators around the world including Vodafone, Telenor, T-Mobile, AT&T, Brasil Telecom, Claro, Bharti, Mobikom, Etisalat, and Orascom. SmartTrust is part of the Giesecke & Devrient Group.

For more information visit www.smarttrust.com

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