



New Canadian Wireless Operator Turns to SmartTrust for Next-Generation SIM Platform

Globalive Wireless Views SmartTrust as Critical Partner in Network Launch

ATLANTA, August 5, 2009 - In its goal to become a major presence in the Canadian telecom market, Globalive Wireless has selected solutions from SmartTrust to build an extremely sophisticated yet user-friendly wireless network. SmartTrust, a developer of Mobile Device Management (MDM) and SIM management software for mobile operators, will supply Globalive with a common and SIM independent platform for managing next-generation handsets, a customized roaming product, and a turnkey solution for launching value-added services.

With **SmartAct™** Over-the-Air (OTA) SIM management software, Globalive will ensure that all devices operating on its network will be recognized, correctly configured and optimized to the full extent of each device's specific potential and capability. SmartAct, now available on the SmartTrust DP8 OTA platform, offers a holistic SIM management solution capable of handling multiple card types independent of card vendor.

"As Globalive seeks to build an entirely new kind of wireless network that is centered around our customer's needs, we realize the importance of having the right components in place to enable our success as well as deliver the best experience to our future customers," said Ken Campbell, CEO, Globalive Wireless. "SmartTrust's strong track record of working with wireless carriers around the world and its rich history of furnishing its customers with reliable and open platforms will allow us to bring our promises to fruition and support a network which puts the customer first."

Through **SmartàLaCarte™**, Globalive gains a turnkey solution for launching value-added services to its customer base through a standard SIM regardless of handset model. Mobile operators, for instance, can achieve up to a five-fold increase in usage of their existing services, and bring new services to market faster with easy and quick availability through handset menus. The operator controls the SIM making it easy to ensure correct provisioning and immediate delivery of services from the time they are available.

Globalive will also deploy SmartTrust Wib™, a smart card-based application environment. SIM cards with the SmartTrust Wib not only execute operator commands sent to the SIM over-the-air, but also allow operators to build and remotely maintain a portfolio of SIM-resident services designed around SIM Toolkit (STK). The SmartTrust Wib specification has become the cornerstone



of dynamic STK services as varied as mobile banking, entertainment and subscriber self-care. More than 1.6 billion SIM cards containing SmartTrust Wib have been manufactured and distributed.

“The ability to support Globalive in its foray into the Canadian wireless market is an exciting prospect,” said [Magnus Friberg](#), president of SmartTrust’s Americas unit. “We’re proud to be a part of the company’s development of a next-generation network and our role in providing important core components which will serve as the basis for Globalive’s efforts.”

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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.

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