



SmartTrust Allows Service Providers to Tap Profitable Gray Market Subscribers

Device Management Tool Enables Operators to Capitalize on New Revenue Opportunities

STOCKHOLM, Sweden, July 22, 2009 - Wireless subscribers continue to acquire handsets from a variety of independent sources rather than purchase a subsidized device through a service provider. Subsequently the need for operators to easily identify and allow these units - often referred to as gray market devices - to access their networks has become a critical factor. SmartTrust has witnessed across the world the increased impact these gray market devices have on both the use and the costs associated with supporting such customer care efforts as the users of these handsets often encounter difficulties in accessing wireless services.

SmartTrust, a developer of Mobile Device Management (MDM) and SIM management software for mobile operators, has introduced a solution to address the growing necessity to detect and configure such gray market devices. SmartTrust's Device Explorer determines if a specific handset is compatible with the mobile operator's network and showcases the various applications the handset supports allowing service providers to maximize revenues. The product also helps operators increase customer satisfaction and reduce churn since subscribers can more easily use mobile devices on a network utilizing this unique SmartTrust tool.

Potential subscribers can use the SmartTrust application integrated with a service provider's Web site to determine if a specific handset is compatible with the operator's network. Additionally, the wireless user can better understand whether a certain device supports various capabilities such as messaging, music and photos. Available services that the carrier provides for a specific device are also displayed.

Relying on the extensive data collected in the SmartTrust Device Knowledgebase™ more than 5000 unique devices can be identified ensuring effective recognition of gray market handsets. Wireless service providers who subscribe to regular updates to the SmartTrust device repository ensure that the latest gray market handsets are recognized on their network.

The SmartTrust Device Explorer extends the company's integrated SIM and device management portfolio for handset management. Specifically, the SIM and device management software guarantees that all handsets operating on a SmartTrust-enabled network will be recognized, correctly configured and optimized to the full extent of each device's specific potential and capability.



“Building on our strong heritage of delivering and deploying cost-effective device management solutions for wireless operators around the world, our Device Explorer is a natural progression of our market-leading platform,” said [Marianne Arosenius](#), Vice President, Device Management, SmartTrust. “By using our Device Explorer product to discover and identify gray market handsets, the average mid-sized service provider can benefit substantially and gain access to a pool of potential subscribers that were traditionally ignored while keeping customer care costs under control.”

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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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