



mobilkom austria group Improves Network Efficiency, Subscriber Profitability with Addition of Critical SmartTrust Roaming Solution

Use of SmartRoam™ Builds on Service Provider's Long-Standing Relationship with SmartTrust

STOCKHOLM, February 2, 2010 – mobilkom austria group, one of the leading mobile service providers in Central and Eastern Europe, has turned to SmartTrust to increase the efficiency and profitability of its networks throughout the region.

SmartTrust, a leading developer of SIM and Mobile Device Management (MDM) software for mobile operators, has furnished mobilkom austria group with SmartRoam™. Operators deploy SmartRoam to improve the subscriber experience, maximize airtime and optimize revenue retention by ensuring that the service provider's roaming customers are continuously connected to preferred available mobile networks.

Utilizing a single platform, SmartRoam supports mobilkom austria group's wireless networks in Austria, Croatia, Slovenia, Liechtenstein, Serbia and Macedonia.

By connecting subscribers to a preferred network, SmartRoam helps to optimize the subscriber experience for wireless operators. SmartTrust's patented technology enables Over-The-Air (OTA) provisioning of roaming preferences and SIM ToolKit commands based on real-time events received from the network. As SmartRoam follows industry standards, it is transparent to the subscriber, does not cause any disruption to the visited network and is unaffected by active roaming-steering methods. Furthermore, by actively managing roaming files and only updating relevant information for active roamers, SmartRoam uses less OTA capacity than other solutions on the market helping to minimize the load upon international SS7 network elements.

"As we looked for ways to improve our existing roaming capture rate, it was critical to deploy a solution which would provide real-time updates to the roaming preferences on the SIM used to select the most preferred roaming network," said Florian Niedersuess, Head of Roaming for mobilkom austria group. "We're already experiencing increased roaming capture rate through the use of SmartRoam."



mobilkom has turned to SmartTrust since 2002 for SIM management solutions and uses SmartTrust's Delivery Platform OTA SIM management software to manage SIMs operating on its networks. The SmartTrust DP™ provides the means for reliable OTA management of SIM cards using the Remote File Management standard and supports vendor specific OTA protocols from all major SIM suppliers transparently handling differences in vendor implementations. They also utilize SmartàLaCarte™ to deliver value added services to their subscribers.

"SmartTrust is proud to expand on its solid relationship with the mobilkom austria group to ensure that this leading operator continues to benefit from the most cost-effective solutions in the industry," said Luca Ferrari, General Manager of EMEA for SmartTrust. "We are continuously engineering our solutions to ensure that customers such as mobilkom can provide superior service and availability to their customers today as well as support network access steering based on evolving and emerging wireless technologies."

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About mobilkom austria group

mobilkom austria along with Vipnet (Croatia), Si.mobil (Slovenia) mobilkom liechtenstein (Liechtenstein), Mobiltel (Bulgaria), Vip mobile (Serbia) Vip operator (Macedonia) and velcom (Belarus) make up the mobilkom austria group, which serves roughly 18 million customers with more than 8,500 employees. Know-how transfer between the individual companies and markets allows rapid development and implementation of products and services. The use of synergies and sharing of experience ensure the sustained success for all companies.



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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