



Sagem Orga Introduces SIM Cards with SmartTrust Wib™ 2.0 Platform

Latest Solution Allows Developers and Service Providers to More Easily Deploy Revenue-Generating Applications

STOCKHOLM, February 17, 2009 – SmartTrust, a developer of MDM and SIM management software for mobile operators, today announced that Sagem Orga, pioneer and a global leader in the smart card industry, has introduced the first SIM cards with SmartTrust Wib™ 2.0 in an effort to support a platform for emerging and next-generation Dynamic SIM Toolkit (DSTK) services. Wib 2.0 helps to create an environment that enables service providers to offer the latest services and innovative offerings by delivering a more complete analysis of subscriber behavior. Wib 2.0 combines the benefits of mature technologies such as a Java, SMS, cell broadcast, Bearer Independent Protocol (BIP) and Unstructured Supplementary Service Data (USSD) to support the DSTK services of today and the future.

“SmartTrust Wib 2.0 has clearly helped us to increase the value of the SIM card by allowing service providers, through an enhanced analysis of subscriber behavior, better understand and adapt their offerings to the needs and desires of their subscribers,” said Didier Sérodon, CTO, Sagem Orga. “Wib 2.0 also allows developers to better take advantage of the power of Java applications due to its close integration with this leading technology platform.”

By uniquely using USSD and BIP, the Wib 2.0 platform helps to reduce service response times and allow for higher-speed and more frequent service updates ultimately leading to an improved customer experience. This approach also eliminates some basic limitations encountered when designing DSTK Value Added Service applications by ultimately delivering services with more content that can in turn generate additional profits. The use of cellular broadcast technology with Wib 2.0 provides wireless operators with the information needed to introduce efficient and attractive mobile marketing campaigns as operators look to differentiate themselves from competitors as well as increase average revenue per user.

“The delivery of SIM cards with the Wib 2.0 platform represents a major step toward building a comprehensive wireless ecosystem that can offer content providers, application developers, mobile operators and infrastructure providers with an impressive set of services,” said Jeff Bork, CEO, SmartTrust. “To date, more than one billion SIM cards containing the SmartTrust Wib specification have been manufactured and distributed. Wib 2.0 will help to



further solidify our leadership position in the market as we seek to strengthen the ability for mobile Internet and WIB application developers to build more sophisticated DSTK value added services.”

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About Sagem Orga

Sagem Orga is a global leader in the smart card industry. Its portfolio includes hardware, software, consulting and services, all focused on smart cards for the telecommunications, health, identification and banking sectors. As a subsidiary of Sagem Sécurité (SAFRAN Group), the world's No. 1 in identification, Sagem Orga offers comprehensive integrated solutions designed to secure the digital and mobile community. The company has a workforce of over 2,100 people around the world and production facilities incorporating the latest technology in Germany, Brazil, Russia, Mexico and India.

For more information visit www.sagem-orga.com

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

Media Contact:
Paul Rubin
Carabiner Communications
Tel: +1 - 678 417 9479
prubin@carabinerpr.com

SmartTrust Contact:
Robert Waaler
SmartTrust AB
Tel: +46 - 8 685 93 00
info@smarttrust.com

