



## TELUS Deploys SmartTrust Over-The-Air Platform to Support Migration to HSPA+ Network

### Canadian Service Provider to Use Leading Solution to Address Deployment of Advanced Offering

**TORONTO, January 12, 2010** – TELUS announced today it has chosen SmartTrust's advanced Subscriber Identity Module (SIM) and device management platform to help it introduce advanced offerings to its subscribers in the coming years.

SmartTrust, a developer of MDM and SIM management software for mobile operators, will provide TELUS, one of Canada's largest telecommunications companies, with a platform that will maintain a high level of reliability and performance on its just-launched 3G+ (HSPA+) wireless network and help the company move toward the use of a 4G Long-Term Evolution (LTE) network. With SmartAct™ Over-the-Air (OTA) SIM management software, TELUS ensures that smartphones 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.

SmartTrust's Device Explorer allows TELUS to determine the compatibility of handsets, including non-TELUS devices, with its network. Ultimately, this solution helps operators increase customer satisfaction and reduce churn since subscribers can more easily use mobile devices on a network.

"SmartTrust pioneered OTA technology more than 10 years ago and has the deep experience necessary to understand our needs as we work to offer our customers the newest wireless services," said Andre Hassan, director of technology development, TELUS. "We're extremely comfortable working with SmartTrust. The company knows what it takes to help us smoothly introduce, as well as maintain, next-generation services on our HSPA+ network."

TELUS gains access to 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. Nearly two billion SIM cards containing SmartTrust Wib have been manufactured and distributed.



Additionally, TELUS plans to utilize a roaming solution based on SmartTrust's SmartRoam™. SmartRoam is a standards-based roaming steering solution that ensures the best possible subscriber roaming experience.

"As TELUS offers next-generation wireless services to its subscribers, SmartTrust is thrilled to play a critical role in helping to make this immense undertaking a reality," said [Magnus Friberg](#), president of SmartTrust's Americas unit. "The ability to provide TELUS with a complete and mission critical solution for OTA SIM management gives the operator the tools it needs today and in the future to operate as efficiently and effectively as possible."

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### About TELUS

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$9.6 billion of annual revenue and 11.9 million customer connections including 6.4 million wireless subscribers, 4.1 million wireline network access lines and 1.2 million Internet subscribers and more than 100,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video. In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed \$137 million to charitable and not-for-profit organizations and volunteered more than 2.6 million hours of service to local communities since 2000. Nine TELUS Community Boards across Canada lead our local philanthropic initiatives.

For more information visit [www.telus.com](http://www.telus.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](http://www.smarttrust.com)

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