

SAGEM WIRELESS AND MYRIAD TO BRING SIM-BASED AUTO-CUSTOMISATION TO MOBILE DEVICES

Companies join Gemalto-led MaXSSIMM R&D project to facilitate and accelerate the implementation of convenient, handset personalisation and secure Internet services

Paris 10 March, 2010: Sagem Wireless and Myriad Group AG today announced their participation in the MaXSSIMM (or 'My Secure Solution for Mobile Multimedia Internet') development programme. This consortium led by Gemalto, the world leader in digital security, and funded by the OSEO, a French public agency which supports innovation and development, was initiated in 2007. It involves the design and development of multimedia SIM cards, feature phones with innovative software components, initially developed on Android, and operator servers that enable improved multimedia data portability between devices. In addition, MaXSSIMM automatically reconfigures and customises handsets with operator-specific features and services, allowing faster time to market for tailored handsets with high cost efficiency. The €35 million project is due to be completed in June 2010 with mobile operators field testing prototype devices.

The software technological innovations proposed by MaXSSIMM, combined to the multimedia SIM cards, will lead to easier and deeper handset personalisation. This makes operators' services more convenient, easier and faster to access via a unified interface, through the presence of these services on the SIM card itself. Combining these innovations with Myriad's technology will allow operators to reach, adapt and address customized multimedia offers to each user. On the other hand, they will be offered the opportunity to make use of this multimedia content, through a seamless connection and very transparent way, on their other appliances (TV, Settop box, Hi-Fi, Car radio, ...) taking the user experience a step further.

On top of this advanced user experience, due to the high capacity of the Multimedia SIM Card, the flexibility offered by these innovations will allow subscribers to download third party applications in a highly secured manner. It will also enable them to change their handset without worrying to lose their personal data.

Sagem Wireless, a leader in the design and delivery of customised connected lifestyle devices and services, will lead the development and production of the prototype devices. Myriad, a global leader in mobile technology with software in over 2 billion phones, will lead the software, the development and integration of the devices with new operator services.

"As we enter the final year of this three year development programme, we're excited to see the programme coming to fruition with open OS prototype phones that will provide the best support to the powerful SIM Multimedia card embedding the Smart Card Web Server technology. It gives opportunities for operators to launch full-size pilots with end-users experiencing new mobile personal and multimedia services. This includes for example the user customization of the mobile phone as well as enabling the user to manage her or his personal digital life." said Philippe Vallée, Executive Vice President of Gemalto's Telecom Business Unit. "The contribution of Sagem Wireless and Myriad, two of the very innovative companies in the mobile device market, is a real endorsement of the work done by the consortium. "

"No longer is it about what devices 'do', it's about what they 'enable'. Creating devices that perfectly marry the hardware and software to deliver a rich and compelling multimedia experience is at the heart of both the MaXSSIMM programme and our own approach to designing and developing new categories of connected lifestyle devices," said Thierry Buffenoir, CEO of Sagem Wireless. "Gemalto has brought together 12 companies

from across the mobile ecosystem and we're delighted to be the ones to bring all this innovation together to deliver what we hope will be a game-changing prototype device."

"The goal of delivering connected services to multiple form factors of device is a complicated task which can only be addressed and solved with software," said Malcolm Dawe, Chief Product Officer, Myriad Group. "MaXSSIMM is a significant step forward in the evolution of the architecture of future mobile phone software and in the ability of application developers to rapidly roll-out new mobile personal and multimedia services. Myriad is deeply involved in mobile software with huge set of technologies, products and skills and we're please to be able to bring them to support this project."

The consortium also includes microelectronics manufacturers like STMicroelectronics, NXP Semiconductors and Toppan Photomasks, Inc., as well as mobile network operator Orange and travel service provider Amadeus. SMEs such as Trusted Logic, Voxinzebox and Cityvox also take part in the consortium. In addition, Eurecom, a communication systems Research Institute, is helping with research expertise to evaluate the overall solution.

About Sagem Wireless

Sagem Wireless provides customised connected lifestyle devices and services to leading consumer lifestyle brands and mobile network operators worldwide. Using technology innovation and customer insight as strategic tools in the product design process, Sagem Wireless develops a range of connected lifestyle devices personalised to the specific needs of different customer segments. With industry leading technology partners and its own R&D centres based in Europe and Asia, Sagem Wireless offers pre-requisite manufacturing expertise intrinsic to the product design process that relies on both flexibility and the highest level of quality to assure successful entry into new and existing markets. For more information, visit: www.sagemwireless.com

About Myriad

Myriad Group AG is a global leader in mobile technology and has shipped software in more than 2 billion devices. Its comprehensive portfolio includes browsers, messaging, Java, social networking, user interfaces and middleware for all types of mobile phones, from ultralow cost handsets to advanced smartphones.

The company provides both individual components and complete solutions, which enable handset manufacturers and operators to deliver amazing experiences on mobile phones. Myriad also develops USSD-based customer self-care platforms that deliver over 10 billion messages a year to 220 million mobile users across more than 30 mobile operators worldwide.

Myriad was created from the combination of industry-leading companies, Esmertec and Purple Labs. It operates worldwide, with offices in Switzerland, France, UK, USA, Mexico, China, South Korea, Taiwan, Japan and Australia. Headquartered in Dübendorf-Zürich Switzerland, Myriad is listed on the SIX Swiss Exchange (SIX Symbol: MYRN). For more information, visit www.myriadgroup.com.

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