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Press Release

SIMagine contest unveils its 10 Nominees at Mobile World Congress 2010

SIMagine, the worldwide developers contest for SIM-based mobile applications with €150,000 worth of prizes has selected the 10 Nominees for the final awards. The organizer SIMalliance, the partners Team Côte d'Azur, Samsung and Oracle | Sun and the sponsors Orange, Telefonica and Telecom Italia, are proud to invite them to showcase their projects at Mobile World Congress, Barcelona.

Barcelona, Feb 16, 2010 - Promoting the development and deployment of innovative (U)SIM-based mobile applications and start-up projects, and organized by SIMalliance, the global reference organization for the SIM Industry, the worldwide contest SIMagine announces the ten teams selected for the final round of the competition. For this 2010 edition, out of 103 competing projects coming from 35 countries, the Nominees are (alphabetical order of the project name):

- Mobile Telecom Applications category: Islamic SIMCard by SES Ltd (Greece); mKratos by Telkom Centre of Excellence (South Africa); PARKEUR by Polytech'Marseille (France); PARME by Polytech'Nice-Sophia (France); PhoobyBook by FreeAccess (Italy); SpaceAds by Micro Circle (M) Sdn Bhd (Malaysia)
 - Start-up Projects category: Bipper by Bipper Communication AS (Norway); Linkedia by Linkedia (China); Radio touch by Alberto Gasparini (Italy); Smart Stamp by Smart Stamp (United States)
- (Details of each project provided in the Press Kit)*

Organized by SIMalliance, SIMagine ensures the Nominees of the recognition of the whole industry. In sight, the final round which will reward the 6 best teams in April during the SIMposium event in Rome. Sponsored by Team Côte d'Azur, the economic development agency of the Sophia Antipolis-Côte d'Azur region, Samsung, Oracle | Sun Microsystems, Orange, Telefonica and Telecom Italia, the contest will offer €150,000 worth of prizes this year, including a whole range of support & coaching services. Sophia Antipolis, Europe's leading mobile telecom cluster, brings together all the ingredients required for successful project winners, offering:

- Housing: 24 months period in Eurécom ParisTech international incubator specialized in mobile industry
- Coaching services: a team of experts from SKEMA Business School, VENTECH and the law firm Kahn & Associates

Before going to final award phase in Rome, the 10 Nominees are given the opportunity to present and showcase their projects at this year's Mobile World Conference in Barcelona. In addition to a Press Conference organized on Feb. 16, from 8:30 to 10:30am in Media Center Hall 2.1, room n°2 (details online at www.simagine.info/press_room), the projects will be showcased during the event at the Sophia Antipolis Pavilion booth in Hall 2, stand F49. The final Awards Ceremony will take place on April 20th at SIMposium 2010 in Rome.

About SIMagine

SIMagine is the annual worldwide mobile innovation contest stimulating innovation around SIM-based services for the wireless future.

Launched in 2000, SIMagine brings together the talents of students, developers, and young professionals around the world to find creative applications for tomorrow's mobile services. Since 2000, over 1700 candidates from all five continents have been participating.

This SIMagine 11th edition sees two main evolutions. SIMalliance, the global reference organization for the SIM Industry, has taken over the organization of SIMagine. Previously organized by a single SIM vendor, it has now become an Industry- supported event. Second, a new start-up category has been included in the contest in order to reward the most innovative mobile business projects and to help young entrepreneurs in the development of their company.

Team Côte d'Azur, as part of its strategy of developing the Mobile Telecoms sector in the Côte d'Azur, with its partners Eurécom ParisTech, SKEMA Business School, VENTECH and the law firm Kahn & Associates, will give the winners a complete 24 month-incubation period in Sophia Antipolis, the most favorable environment in Europe to turn a project into a business success story.

For this 2010 edition, 103 projects coming from 35 countries have been submitted; only 10 have been selected for the final that will reward the 6 best teams in April in Rome.

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Details and news of the contest:

www.simagine.info

Note to editors:

About SIMalliance: *Putting the SIM at the heart of the new mobile eco-system*

Over the past five years SIMalliance has become one of the world's foremost commentators in the mobile business. By operating outside the singular commercial interests of any individual SIM card player, the association has been able to pinpoint the mission critical services on the horizon and help steer their development to meet the practical needs of the mobile market.

SIMalliance members are: Datang, Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Oberthur Card Systems, Prism, Sagem Orga, SanDisk, Watchdata and Wuhan Tianyu.

www.simalliance.org

TEAM COTE D'AZUR *is the Confidential Connection to the Côte d'Azur and the investors Personal Partner to ensure them that their start-up or expansion is trouble free and efficient. The agency is experienced in helping corporations evaluate the potential of the Côte d'Azur region and Sophia Antipolis science and technology park for their business set-up and expansion.*

TEAM COTE D'AZUR provides investors with assistance related to:

- ▶ *A precise evaluation of what the Côte d'Azur can offer with regard to your investment project,*
- ▶ *Free and confidential assistance in preparing your relocation file: feasibility study, identification and follow-up of financial subsidies that could be obtained,*
- ▶ *Help in the transfer of your teams to the area,*
- ▶ *Continuing assistance with essential local networking and communication functions,*

► *More detailed information on the firms that compose the Information Technologies Industry on the Côte d'Azur.*

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► *A world wide cluster for IT innovation*

► *Where business, academia and bright talent combine resources to pioneer breakthrough solutions*

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