



SIMalliance & TEAM Côte d'Azur announce SIMagine 2010 Edition and present the competition's new scope towards start up

*Sophia Antipolis, 23rd September 2009*

## **150,000 Euros worth of prizes for the most innovative SIM-based application or start-up project!**

SIMalliance, the global reference organization for the SIM Industry, is proud to announce that they have taken over the organization of **SIMagine, in partnership with Team Côte d'Azur, Samsung & Sun and sponsored by Telefonica and Telecom Italia, the annual world-wide competition honoring the most innovative (U)SIM-based mobile application or start up project.**

Previously organized by a single SIM vendor, it has now become an Industry- supported event giving the winners for the first time in its 11-year history, **the recognition of the whole industry.**

SIMagine's objective is to promote the development and deployment of innovative SIM-based mobile applications and start up projects. Entries are judged on **innovation, commercial potential, usability and quality of design.**

SIMagine will honor an individual or a company for the **best SIM-based mobile application** or the **best SIM-based start up project.**

This year's edition will offer 150 000 Euros worth of prizes, including a whole range of support & coaching services, which will allow winners to successfully meet business opportunities ahead.

**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, CERAM ESC Lille VENTECH and the law firm Kahn & Associates**, will give the winners a complete 24 months incubation period in Sophia Antipolis.

PRESS RELEASE





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**About Team Côte d'Azur :**

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 or 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.

FOR R&D investments in Europe, think Sophia Antipolis :

- ▶ A world wide cluster for IT innovation
- ▶ Where business, academia and bright talent combine resources to pioneer breakthrough solutions

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**About Samsung :**

Samsung is one of the world's leading electronics companies, specializing in digital appliances and media, semiconductors, memory, and system integration. Today Samsung's innovative and top quality products and processes are world recognized

**About Sun Microsystems:**

Sun Microsystems, Inc. (NASDAQ: JAVA) provides network computing infrastructure solutions that include computer systems, software, storage and services. Its core brands include the Java technology platform, the Solaris operating system, MySQL, StorageTek and the UltraSPARC processor.



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