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Press Release

SIMagine final in Rome at SIMposium on April 20th: €150,000 worth of prizes awarded!

SIMagine, the worldwide developers contest for SIM-based mobile applications, has entered in its final phase, at the end of which six finalists' teams will be awarded €150,000 worth of prizes. The organizer SIMalliance, the partners Team Côte d'Azur, Samsung and Oracle | Sun and the sponsors Orange, Telefonica and Telecom Italia, will announce the winners at the SIMposium event in Rome, on the evening of 20th April 2010.

London, April 6th, 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 an exceptional Final Awards Ceremony in Rome, on the evening of 20th April 2010 at the SIMposium event (www.simposiumglobal.com). Out of the 10 Nominees announced at Mobile World Congress Barcelona and currently in competition, six teams will be awarded prizes worth €150,000 in two categories: "Mobile Telecom Applications category", an application developed to run on the (U)SIM card and "Start-up Projects category", a business project or established start-up company leveraging (U)SIM potentialities.

In front of the full audience of SIMposium, the ceremony will be open by Telecom Italia Mobile, first mobile operator of the hosting country. Then each sponsor of the project will give one prize: in the Start-up Projects category, the Gold prize will be given by Team Côte d'Azur, the Silver's by Samsung, the Bronze's by Oracle | Sun. The six Mobile Telecom Application prizes will be given by Orange, Telefonica and Telecom Italia. All in all, the contest will offer €150,000 worth of prizes this year, including a whole range of support & coaching services (see details online at www.simagine.info/awards). 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 and after the Awards Ceremony, the 10 Nominees are given the opportunity to present and demo their projects during SIMposium on April 20th and 21st. 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 PhoobyBook (Italy); SpaceAds by Micro Circle (M) Sdn Bhd (Malaysia)
- Start-up Projects category: Bipper by Bipper Communication AS (Norway); eVOTZ by eVOTZ (United States); Linkedia by Linkedia (China); Radio touch by Alberto Gasparini (Italy)

Details of each project online on SIMagine website: www.simagine.info/nominees

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 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.

With SIMalliance members now responsible for nine in every ten SIM cards sold worldwide, the collective vision of the association is uniquely placed to shape SIM developments and the impact they will have on the new generation of mobile services. From their standpoint, the challenge couldn't be clearer for the protagonists in the mobile eco-system.*

** SIMalliance members are: Datang, Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Microelectronica, Oberthur Technologies, Prism, Sagem Orga, Watchdata and Wuhan Tianyu*

** SIMalliance strategic partners are FCI & Movenda*

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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.

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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Samsung is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies and consists of seven independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs.

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