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Press Release

SIMagine contest awards six innovative SIM-based mobile applications and start-up projects

The organizer SIMalliance, the partners Sophia-Antipolis, Samsung and Oracle|Sun and the sponsors Orange, Telefonica and Telecom Italia, have announced the six winners of the SIMagine contest at the SIMposium event in Rome. €150,000 worth of prizes have been awarded.

Rome, June 30th, 2010 - The jury of SIMagine contest, composed of leaders of the global mobile industry, has awarded the six teams that developed the best SIM-based mobile applications and start-up projects. Announced during the Final Awards Ceremony at SIMposium in Rome (www.simposiumglobal.com), the six winning projects have been judged the most innovative, usable, well designed and showing the highest commercial potential among 103 competing projects coming from 35 countries.

Organized by SIMalliance, the global reference organization for the SIM Industry, with partners Sophia-Antipolis, Samsung and Oracle | Sun and sponsors Orange, Telefonica and Telecom Italia, the worldwide contest SIMagine has awarded the following teams, in two categories:

BEST START-UP PROJECTS (business projects or established start-up companies leveraging (U)SIM potentialities)

Gold prize given by Sophia-Antipolis

eVOTZ by eVOTZ, USA - Elliot Klein, Benoit Richard, Ian Gertler - www.evotz.com

eVOTZ delivers a new mobile voting authentication and verification platform that transforms mobile devices into trustworthy voting machines for any election or SMS polling process. Geo-location methods combined with SIM card data help create worldwide interoperability standards for trustworthy voting.

Silver prize given by Samsung

Bipper by Bipper Communication AS, Sweden - Silje Vallestad, Olav Balandin, Arvid Torset – www.bipper.com

Children constitute the fastest growing market segment within the mobile industry today. As a user-oriented solution developed by a mother of three with mobile-kids herself, Bipper's vision and goal is to contribute to children's safer use of mobile phones.

Bronze prize given by Oracle|Sun

Radio Touch by Alberto Gasparini, Giovanni Agazzi, Paolo Portioli, Italy

Integration opportunities between the mobile world and other technologies that already crowd our everyday life are still largely unexplored. The purpose of Radio Touch is to develop a method and system to integrate the mobile world with traditional radio and television broadcast systems.

BEST MOBILE TELECOM APPLICATIONS (applications developed to run on the (U)SIM card)

(prizes given by Orange, Telefonica and Telecom Italia)

- **mKratos** by Centre of Excellence, South Africa - Dr Mamello Thinyane, Dr Hannah Thinyane – cs.ufh.ac.za/coe

The best use of technology is in improving the quality of life of its users. mKratos exploits the pervasiveness and ubiquity of mobile phones to implement a voting and polling service that mPowers the users to influence the decisions that affect their lives and increase their collective bargaining.

- **Islamic SIMcard** by SES, Greece - Yiannis Hatzopoulos, - www.ses-ltd.gr

This project proposes the instant transformation of the most basic 30\$ SIM mobile phone, without GPS, mobile compass hardware or even J2ME, into an "Islamic phone". Leveraging the existing SIM hardware inside the handset, this phone can help its user direct himself towards Mecca and get notified on Muslim prayer times around the world.

- **Linkedia** by Linkedia, China - Xiang Zhou, Chungang Xue, Chi Song – i-linkedia.appspot.com

Linkedia brings the colorful media social network and mobile media advertising solutions and services to the mobile terminals. It allows people access context and create fantastic interactive experiences when watching video and live show.

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

Prizes sum up to €150,000 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

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.

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

By operating outside the singular commercial interests of any individual SIM card player, SIMalliance is 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 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, Inkript, Microelectronica, Oberthur Technologies, Prism, Sagem Orga, Watchdata and Wuhan Tianyu

SIMalliance Strategic Partners are: Comprion FCI and Movenda

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Sophia-Antipolis, the Europe largest technology Park, is a multicultural, multidisciplinary community focused on innovation, which has served as the model for competitiveness clusters in France. It is home to the most forward-looking industries and value-creating businesses of the future, on the cusp of the knowledge economy. Sophia-Antipolis is a geostrategic facility of global scope. The park is built in an exceptional setting, which spans 6000 acres and combines protected parkland, recreational areas and business facilities. The high average number of companies that settle there every year makes Sophia-Antipolis the destination of choice for technology companies in France. Leading global experts come here to experience a fulfilling work environment and exceptional quality of life that foster creativity and productivity. **At Sophia-Antipolis, the fabric of multinational companies, innovative SMEs and high-tech start-ups** attract a community of talents, in which over 70 nationalities are represented.

Today, Sophia-Antipolis is among the leading R&D hubs in Europe and remains as appealing as ever to companies and research facilities specialized in information technology, life sciences, environmental sciences and fine chemicals. The park includes eight competitiveness clusters and attracts a range of skills that is unique in Europe, alongside major public research organizations, such as CNRS, INRIA, INRA and INSERM.

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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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.

www.samsung.com