The wireless ecosystem is changing and becoming ever more open and connected, with the number of different devices and secure elements in circulation booming.

LINQUSTM ADVANCED CONNECTIVITY OFFER
Enable new services in the connected world
Mobile network operators (MNOs) need to dynamically manage devices, UICCs and secure elements across all networks, including 2G, 3G, 4G, Wi-Fi and CDMA, to guarantee the best end-user experience and enable new high-potential use cases such as M2M, NFC and multimedia.

To respond to the changing needs of mobile network operators, Gemalto has developed the Advanced Connectivity Offer which includes the LinqUs™ Advanced OTA platform, and the UpTeq™ LTE SIM.

This offer is designed for optimum efficiency for a better MNO experience across all networks, and empowers MNOs as service enablers, in particular on LTE highways.

What the solution enables

The Gemalto Advanced Connectivity Offer enables MNOs to become more efficient and to offer a wider range of innovative services to their customers.

> Increasing operators’ efficiency
Advanced OTA Offer manages and delivers connectivity to all devices and secure elements with the utmost reliability and security, whatever the channel or network technology. You will immediately become much more productive on SMS and/or http, whatever your network generation. It brings convenience and allows remote management of several UICCs and devices as well as other Secure Elements regardless of their capabilities.

> Turning Mobile Operators into service Enablers
Gemalto’s Advanced Connectivity Offer (which includes the LinqUs™ Advanced OTA platform and the UpTeq™ LTE SIM) brings efficiency and convenience for the successful management of complex and sensitive use cases where currently available solutions have reached their limits.

> Deploy multimedia services and allow seamless activation of iSIMs for automatic and secured access to IMS networks, easy identification for video calls, VoIP or new use cases such as multiple multimedia identities

> Deploy NFC applications and ensure your mobile applications such as mobile payment, loyalty and transport really take off thanks to the security and large update capabilities of the Advanced Connectivity Offer

> Manage subscriptions and securely deliver and activate subscriptions on demand, in an optimized way to address mobile broadband consumer devices and the emerging M2M market

> Optimize networks with end-user Quality of Experience (QoE) measurement, enable national network offloading to Wi-Fi and femtocell, and ensure service continuity in roaming situations

Multimedia services: IMS activation

NFC services: deploy & manage applications

Advanced Connectivity Offer

Enable new use cases

Bring efficiency in day to day business

Manage Subscription: M2M, Mobile broadband devices

Optimize your network: Wi-Fi offload/Quality of Experience
The benefits

**A high performance solution**
- High success rate and availability enabling carrier grade SLA

**Scalable and future-proof**
- A unique framework for flexible deployments and service evolution

**A convenient solution**
- Intuitive and smart remote mass management

**Addressing multiple devices and secure elements**
- Manage all types of secure elements over the most efficient channel [SMS, HTTPs]

**Managing multi-application solution**
- Host various services: NFC, M2M, Multimedia, etc.

**Providing security for sensitive uses**
- An end-to-end trusted and secure environment

**Field-proven experience**
- We are a leader in terms of LTE deployment worldwide and the Nº1 solution provider

Move ahead right now with Gemalto’s Advanced Connectivity Offer...

...and benefit from staggered service deployment to suit your needs

- **SMS**
- **SMS & http**

- Instantly deploy a more efficient platform
- Pay as you grow, in terms of size and use cases

- **Backwards-compatible with all legacy technologies**
- **A set of uICC-based applications**
- **Fully up-to-date with all standards**
- **Available with various options: NFC, M2M, etc.**

- Instantly deploy UpTeq LTE SIM and make sure you are future-proof
- Activate step-by-step post-issuance UICC features

Reduce your total implementation and operation costs with an early migration strategy to Gemalto’s Advanced Connectivity Offer

Gemalto’s UpTeq LTE SIM enables immediate mass deployment and enables MNOs to maximize their subscriber reach to increase service take off at launch

Mass deployment of UpTeq LTE SIM facilitated by post-issuance feature activation is a key advantage to guarantee a smooth transition and secure your business

This Gemalto offer is fully compliant with UICC recommendations.
Gemalto – your partner for Advanced Connectivity Offer

The only commercially deployed IP/http OTA solution, with a solid customer base worldwide.

Continuous industry recognition for innovation and deployments:

- Winner of the “Best Contribution to R&D for LTE” and “Most Innovative LTE Application/Service” awards at the LTE World Summit 2012

- Winner of the “Best contribution to LTE standards” and “Best enabling technology” awards at the LTE World Summit and the 4G World Summit 2011