

Allynis™ Instant Messaging Services SIMessenger

||||| Bringing Windows Live Messenger to any mobile phone



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Allynis Instant Messaging Services – SIMessenger

||||| Combining the power of the mobile handset, desktop instant messaging and text messaging in one solution

Increasingly, mobile users want to be connected anywhere, anytime. For a mobile operator, providing value-added services such as instant messaging is key to increase the volume of data traffic and encourage user loyalty. SIMessenger offers users access to a familiar environment which they can immediately adopt and use to keep in touch with their contacts at their convenience.

Users familiar with desktop instant messaging can transfer their PC communities into the mobile environment, whatever the handset and without any effort: nothing to download onto the phone, nothing to configure. The instant messaging application is already preloaded onto the SIM, offering users immediate service access with an easy and intuitive use.



Operators stand to benefit from deploying a recognized and already familiar application which will increase SMS traffic.

SIMessenger establishes full service control for operators. The solution encourages immediate service adoption, drives data traffic with no handset constraints, and keeps subscriber education to a minimum.

SIMessenger provides real time communication and empowers subscribers to stay connected with friends and family when on the go.

SIMessenger is more than just an extension of the desktop version and more than just an SMS service with a contact list - it takes messaging to the next level by combining the power of the mobile handset, desktop instant messaging and text messaging into one convenient solution.

>Key features

- SIM-based instant messaging solution
- User-friendly look & feel
- Compatible with most handsets on the market
- No need to download the application
- Provides all key features of instant messaging services
- Pop-up functionality

>Technology

- Java card
- Internet
- SMS

>Operator benefits

- Full service control
- Increased data traffic and revenue
- New community brought to the mobile
- Large existing user base
- Minimal market education required
- Easy deployment
- Increased customer satisfaction
- Secure and intuitive interface to reach all subscribers
- No handset customization

>User benefits

- No need to download an application
- No mobile phone configuration required
- Access community via the mobile phone, anywhere
- View and manage contacts
- Automatic presence status update
- Automatic sign-in
- Always on

Gemalto is partnering with Microsoft to offer its mobile version of Windows Live Messenger, Allynis SIMessenger. Microsoft's Windows Live Messenger is the most widely recognized and most popular instant messaging service worldwide. For more information, go to www.microsoft.com

www.gemalto.com

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