

Public Telephony Services

||||| Secure solutions from a world leader



FINANCIAL SERVICES & RETAIL

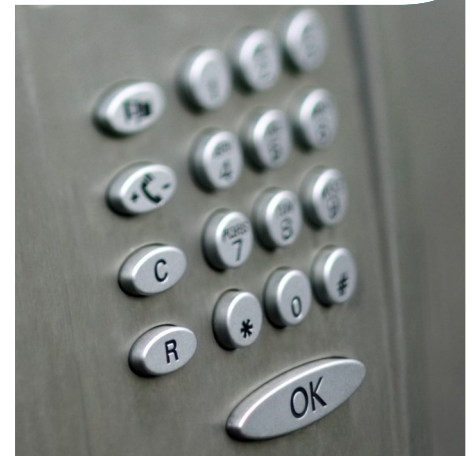
ENTERPRISE

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TELECOMMUNICATIONS > SERVICES

TRANSPORT



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Public Telephony Services

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Today's Public Telephony products need to satisfy the evolving needs of the customer and, at the same time, ensure a high level of fraud prevention. Gemalto helps telecom operators deliver reliable, cost-effective and secure solutions for their customers.

Unrivalled market understanding

Gemalto has been a leader in the Public Telephony market for more than a decade. This level of expertise and accumulated experience makes Gemalto the ideal technology partner for telecom operators who want to implement new smart card solutions or who need to improve their existing smart phone card solution. Gemalto works closely with payphone manufacturers to make sure that all its products and solutions comply with the latest technology from around the world.

Manufacturing excellence

Gemalto satisfies growing market demand with short delivery times and ensures the high standard of quality that you might expect from the world's largest manufacturer of smart phone cards. Gemalto is constantly improving its industrial strengths, optimizing strict production processes to deliver the most cost-effective products.

Complete offer is best in class

Gemalto' team of experts helps you build an entire smart phone card solution with a complete range of products and services. Thanks to our large range of smart phone cards you can find the most suitable option for your Public Telephony program. Today Gemalto offers from simple memory cards to elaborated products such as multiapplication cards or real marketing supports. In addition to smart cards, We develop software and services to implement and manage the required applications.



In today's evolving Public Telephony market, telecom operators need to strengthen their position whilst attracting new customers and maintaining differentiation from competition. Secure, flexible and innovative solutions from Gemalto help telecom operators meet these needs and, in doing so, gain competitive advantage.

Security: a major concern

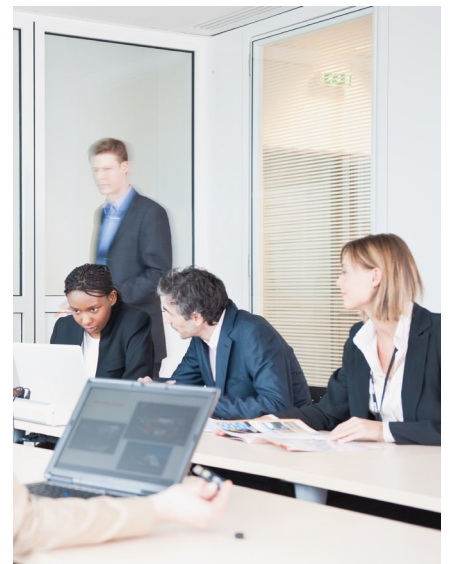
In order to answer telecom operators increasing need for security, Gemalto is constantly investing into its smart phone card range, always studying the latest versions of T2G, Eurochip or the other alternative schemes. To comply with payphone manufacturers and telecom operators requirements, Gemalto designed the first open standard Security Access Module (SAM). Installed into the payphone, UniSAM™ ensures a secure phone card authentication. It manages secret keys and algorithms with an unsurpassed security.



Especially designed to accept any new card type, UniSAM can be used for all the existing or new applications. Thanks to this open standard SAM, telecom operators are able to integrate any specific need or new idea such as multi-application, interoperability, private e-purse or smart calling cards. In complement, Gemalto offers a Key Management Software (KMS). KMS is dedicated to key generation, transportation and administration. This smart software creates enhanced phonecard image files and supports customization capabilities. Gemalto's complete and unsurpassed security offer allows telecom operators to implement the most secure and flexible Public Telephony solution against fraud.

Leveraging services

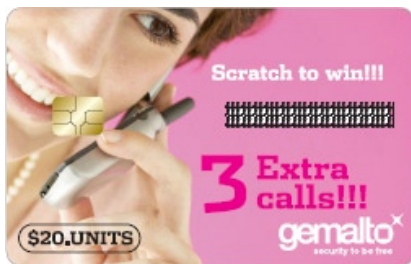
The Gemalto service culture includes focus on being close to telecom operators worldwide. More than smart cards, Gemalto brings its know how in Public Telephony. A team of consulting experts helps operators choose and implement the most suitable Public Telephony solution to prevent fraud and reduce vandalism related costs. Gemalto guides you in all steps of smart card migration proposing training on products and solutions.



Make a difference

To enhance smart phone cards Gemalto designed a set of marketing options. Thanks to a full range of innovative goodies from card body materials to different wrapping or printing options Gemalto turns smart phonecards into smart marketing media. Promotional campaigns, special events and corporate image benefit from the impact of original and surprising options. Both telecom operators or advertisers can improve their brand image with innovative card shapes or transparent cards. While artwork printing options such as jigsaw, scratch games or signature panel enable to create real marketing tools.

Different wrapping possibilities like promotional insert, fragrances or artwork mix may allow to use new distribution channels for promotion and make your offer stand out from the competition.



||||| The world leader in digital security

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