T-Mobile Leverages Gemalto Technology for First Mobile TV Launch in Eastern Europe

Gemalto ensures security of T-Mobile Czech Republic’s interactive multimedia services

Amsterdam and Prague, October 24, 2006 - Gemalto (Euronext NL0000400653 GTO), a world leader in digital security, today announces it has been selected by T-Mobile Czech Republic to participate in its pilot program for mobile TV. Gemalto provides the operator with secure personal devices in the form of a digital rights management card. Operator and user benefits include mobility, digital rights management, the highest levels of hardware and software security, user preference settings and future field upgradeability. During the two-month trial phase, T-Mobile Czech Republic subscribers will experiment mobile TV and the associated interactive services. Commercial launch is scheduled for 2007, with specific rollout date to be defined based on the results of the pilot operation.

T-Mobile Czech Republic is deploying the interactive "TV in your pocket" service based on the DVB-H standard as part of its strategy to meet its customers’ needs for the most innovative multimedia services. In addition to watching TV while on the go, T-Mobile subscribers will be testing interactive services such as voting linked to television broadcasts and downloading video clips and trailers. In the next phase of the pilot program, they will also be able to subscribe to specific programs and purchase the rights to view, for example, sporting events or concerts.

The advanced Gemalto solution for mobile TV has been designed to meet the stringent security requirements linked to rights and keys management prior to card activation in the handset, by incorporating a Conditional Access System (CAS) that protects the access to the encrypted TV content. The end-user’s rights are managed by the secure card, thus allowing T-Mobile to easily upgrade the security level of the CAS and also offer dynamic management of mobile TV services tailored to each subscriber’s specific needs.

“We selected Gemalto for their sound expertise in securing access to mobile content,” commented Jiří Dvorjančanský, executive president marketing, T-Mobile Czech Republic. “We want to do everything to make this pilot program a success, starting with teaming up with the most reliable partners.”

“There has been booming interest in TV on the phone over the past few months,” added Jacques Seneca, president Europe, Gemalto. “We at Gemalto have been working on it for two years and today, we are very pleased to support T-Mobile Czech Republic in deploying this compelling service and bring our expertise in advanced card technology, which definitely plays a pivotal role in securing broadcast content. The ability to upgrade the card in the field allows the operator to significantly reduce subscriber support cost.”

Gemalto is involved in a number of nation-wide mobile TV deployments across the world and has already shipped over 1 million advanced technology cards in this promising market, which potential for growth is considerable. A recent report by Informa Telecoms & Media (June 2006) projects some 210 million mobile TV subscribers by 2011.
About Gemalto
Gemalto (Euronext NL 0000400653 GTO) is a leader in digital security with pro forma 2005 annual revenues of €1.7 billion ($2.2 billion), operations in 120 countries and 11,000 employees including 1,500 R&D engineers. The company’s solutions make personal digital interactions secure and easy in a world where everything of value -from money to entertainment to identities- is increasingly represented as bits and bytes communicated over networks.

Gemalto thrives on creating and deploying secure platforms, portable and secure forms of software in highly personal objects like smart cards, SIMs, e-passports, readers and tokens. More than a billion people worldwide use the company’s products and services for telecommunications, banking, e-government, identity management, multimedia content, digital rights management, IT security and other applications. Gemalto was formed in June 2006 by the combination of Axalto and Gemplus International S.A. For more information please visit www.gemalto.com.

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