

## Innovation: Gemalto Combines SIM Card and DVD to Facilitate Mobile Internet Use for WIND Subscribers in Italy

Gemalto's Smart Video Card represents a unique communication tool to promote new mobile services

**Amsterdam, September 11, 2008** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, today announces that it is providing Italian mobile operator WIND with Smart Video Card, a technological breakthrough that embeds a DVD-compliant optical disc into the card body of a regular SIM card. Smart Video Card can store any digital content including video, software or Internet links and can be played on any DVD drive. WIND will use Smart Video Card to deliver software to allow wireless Internet access from a PC. Once WIND subscribers have connected their mobile phone to their computer, in order to enjoy the whole range of Internet services from their PC, such as e-mails or web browsing, all they have to do is introduce their Smart Video Card in the DVD reader of their computer and download the software from it. A set of interactive user guides also available on the disc will make use simple and efficient. Commercial deployment started in July.

Gemalto's innovation opens up a realm of new opportunities of promoting value-added mobile services, commercial content and online applications, in a simple and interactive manner. With Smart Video Card, the operator's complete environment can be installed on the PC, making it easier for subscribers to use mobile services.



Furthermore, Smart Video Card replaces heavy and costly user and service guides - the usual tools for content promotion. It is environment-friendly, since subscribers use the card body as a DVD instead of throwing it away once they have extracted the SIM card.

*"We selected Gemalto's Smart Video Card for the launch of our SuperInternet SIM offer because we look for modern and appealing means to communicate our initiative to our customers,"* commented Maximo Ibarra, Mobile Marketing and Customer Management Director at WIND. *"Smart Video Card gives us an outstanding opportunity to strengthen our relationship with our subscribers and to widely broadcast our Mobile Internet offer."*

*"Smart Video Card is a perfect example of Gemalto's commitment to innovation,"* added Xavier Chanay, Chief Innovation and Technology Officer at Gemalto. *"We are confident that the simplicity and convenience of Smart Video Card will boost adoption of mobile Internet services for WIND."*

Gemalto (Euronext NL 0000400653 GTO) is the leader in [digital security](#) with pro forma 2007 annual revenues of over €1.6 billion, more than 85 offices in 40 countries and about 10,000 employees including 1,300 R&D engineers. In a world where the digital revolution is increasingly transforming our lives, Gemalto's solutions are designed to make personal digital interactions more convenient, secure and enjoyable.

Gemalto provides end-to-end solutions for digital security, from the development of software applications, through the design and production of secure personal devices such as smart cards, SIMs, e-passports, and tokens to the deployment of managed services for its customers.

More than a billion people worldwide use the company's products and services for telecommunications, financial services, e-government, identity and access management, multimedia content, digital rights management, IT security, mass transit and many other applications.

As the use of Gemalto's software and secure devices increases with the number of people interacting in the digital and wireless world, the company is poised to thrive over the coming years.

For more information please visit [www.gemalto.com](http://www.gemalto.com)

## **Contacts**

### **Gemalto**

Rémi Calvet

T.: +33 (0) 1 55 01 64 10

M.: +33 (0) 6 22 72 81 58

[remi.calvet@gemalto.com](mailto:remi.calvet@gemalto.com)

### **TBWA\Corporate**

Sophie Mazoyer

T.: +33 (0) 1 49 09 26 87

M.: +33 (0) 6 07 21 08 77

[sophie.mazoyer@tbwa-corporate.com](mailto:sophie.mazoyer@tbwa-corporate.com)

Aline Borne

T.: +33 (0)1 55 01 51 05

M.:+33 (0)6 16 29 87 04

[aline.borne@gemalto.com](mailto:aline.borne@gemalto.com)