



Introduction to SIMagine 2009 - 10th Edition

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SIMagine Conference – September 4 & 5, 2008

Prague, Czech Republic

Agenda

- ★ Objectives of the SIMagine Contest
- ★ SIMagine organization partners
- ★ Topics and technologies
- ★ Contestants in 2 categories
- ★ Milestones and principles
- ★ Prizes for the finalist teams
- ★ Awards Ceremony
- ★ Development phase
- ★ Selection committee evaluation
- ★ SIMagine an international contest
- ★ SIMagine Conference agenda



Objectives of SIMagine contest

- SIMagine is the worldwide Mobile Communication & Java Card™ developer contest which aims to stimulate the development of innovative wireless applications
- Gemalto in association with the SIMagine sponsors invite Telecommunication experts & Start-up entrepreneurs to develop tomorrow's wireless solutions using (U) Java SIM card technologies
- This year is the 10th edition of SIMagine which enabled the creation of successful new companies and dedicated Smart Card practices in famous universities

Sponsors



Contest organized by



In association with



And



SIMagine candidates are to design and develop innovative applications



- ✓ Gaming & interactive services
- ✓ Financial services
- ✓ Mobile Contactless services
- ✓ Mobile Social Networking & Web services
- ✓ Mobile services delivery
- ✓ Mobile Identity & application security management
- ✓ Mobile TV & Mobile Advertising
- ✓ Multimedia & Convergence



...leveraging on key technologies



- ✓ Java Card™
- ✓ SIMToolkit (developer Suite)
- ✓ NFC (Near Field Communication)
- ✓ Multimedia SIM (High Capacity & USB-IC)
- ✓ Peer-to-Peer technologies
- ✓ SIM USB Key
- ✓ Smart Card Web Server / HTTP



Contestants in two categories

- **Category "schools"**
 - Scientific Eng. Schools & Universities
 - Business Schools
- **Category "companies"**
 - Integrators & Telco Software Houses
 - Java Software Houses
 - Independents

SIMagine 2009

Milestones of the contest



May – Oct. 10,
2008

Oct. 10 – Oct. 17

Oct. 17 – Jan. 13,
2009

Jan. 20-27

Feb. 16-19

Registration

Selection

Development

Jury

3GSM

Contest
Launch at San
Francisco
(Java One) and
Bandol (MMF)

Sept.- 4&5.:
SIMagine
conference in
Czech
Republic

Oct. 29-30:
Training
session in
Paris

Jan. 27:
Announcement of
the 8 Finalists

3GSM &
Awards
Ceremony in
Barcelona

Reference, date

gemalto^x

Contest principles (1/3)



- **Registration: May – Oct. 10, 2008**
 - Candidates will send an entry form of 3 pages presenting their project and their motivation
- **2 SIMagine Conferences: Sept.-Oct. 2008**
 - A conference - led by highly renowned industry figures and presenting the latest developments in SIM cards, the Java programming language and trends across wireless technologies
- **Shortlisting of around 50 teams: Oct. 17, 2008**
 - The dossiers are evaluated on innovation, marketing appeal, user-friendliness, feasibility and easiness of deployment on the market
 - On October 17th, the list of the selected teams is published

Contest principles (2/3)

- **Development phase: Oct. 17, 2008 – Jan. 13, 2009**
 - Training session in Paris on Oct. 29-30 for the selected teams
 - Training broadcasted in 4 geographical areas
 - Each team will receive the Developer Suite development kit
 - Each team sends the final submission (8 pages + 4 to 6 slides for a presentation of 20' + Java Card™ code)
- **Selection of 8 finalist teams by the Selection Committee: Jan. 27, 2009**
 - The Selection Committee evaluates the selected projects according to the following criteria: innovation, marketing appeal, user-friendliness, easiness to deploy and feasibility, and shortlists 8 finalists

Contest principles (3/3)

- **Presentation to the Selection Committee at the 3GSM Barcelona, Feb. 16-19, 2009**
 - Each team has 20 minutes to present its project to the Selection Committee, who deliberates and chooses the Gold, Silver, Bronze and Operators prizes
- **Public presentation at the 3GSM Barcelona (Spain), on Feb. 11, 2009**
 - The 8 finalist teams are invited to present their projects on the Gemalto booth
- **Announcement of prizes during the Awards Ceremony at the 3GSM Barcelona on Feb. 17, 2009**
 - The finalists receive their prizes in front of the most important GSM actors in the world at the 3GSM World Congress



Development phase: technical support to the selected teams

Teams selected for the development phase will benefit from:

- **a two-day training session on Oct. 29-30, 2008 in Gemalto premises in Paris**
- **additional training sessions may be organized in Eastern Europe according to the origin of selected teams**
- **the free SIMagine development kit**
- **the SIMagine support web-site www.simagine.gemalto.com**

Awards Ceremony: special event in Barcelona on February 17th, 2009



- **Place: Gemalto booth at the 3GSM World Congress, Barcelona**
- **Attendance :**
 - Around 100 GSM world VIP's
 - Selection Committee members
 - Organizers & Sponsors VIP's



Selection Committee evaluation (1/2)

- ✓ **Evaluation criteria**
 - **Marketing appeal**
 - **Innovation**
 - **User-friendliness**
 - **Technical aspects**
 - **Easiness to deploy**

Selection Committee evaluation (2/2)

✓ Selection Committee members

- **Main Sponsors** : Samsung Semiconductors, Sun Microsystems
- **Operators** : Telefonica, TIM, Orange, Inside Contactless
- **Industry & Standards organizations** : ETSI, Java Card Forum
- **Journalist**: Smart Card Trends
- **Contest's Organizer** : Gemalto

SIMagine an international contest

2008 edition : 130 entries
 from 28 countries



SIMagine 2008 : winners from diverse part of the world

Silver Award

**Precise Biometrics -
Precise BioMatch
Sweden**



Silver Award 12,000 €

Gold Award

**SIODATA - NFC Coupon
China**



Gold Award 15,000 €

Bronze Award

**FreeAccess - TaggyTones
Italy**



Bronze Award 10,000 €

5 Operators' Award 5,000 €

SIMagine Conference agenda (1/3)

September 4th, 2008

- 8.30 - 9.30 : Welcome coffee
- **9.30 - 10.00 : Welcome and Introduction to Gemalto**
Petr Skvaril - Gemalto
- **10.00 - 10.30 : Introduction of the SIMagine 2009 Contest**
Clotilde Servajean - Gemalto
- **10.30 - 11.00 : Mobile Telecom Market: overview and expectations**
Ratislav Bajtos - Gemalto
- 11.00 - 11.30 : Coffee Break

SIMagine Conference agenda (2/3)



September 4th, 2008

- **11.30 - 12.00 : Mobile Contactless**
Vincent Veran - Gemalto
- **12.00 - 13.00 : Advanced SIM-based solution – Multimedia**
Nicolas Chalvin - Gemalto
- 13.00 - 14.30 : Lunch
- **14.30 - 15.00 : OTP Solution**
Vladimir Kajs -Telefonica O2
- **15.00 - 15.30 : Java Card technology overview**
Sebastian Hans - Sun Microsystems
- **15.30 - 16.30 : SCWS application architecture**
Jan Nemec - Gemalto

SIMagine Conference agenda (3/3)



September 5th, 2008

- **9.00 - 09.30 :** **Gemalto Developer Network**
Ilan Mahalal - Gemalto
- **9.30 - 10.00 :** **Gemalto Wireless Partner Network**
Ilan Mahalal - Gemalto
- **10.00 - 10.30 :** **News and future technologies for SIM Hardware Platform**
Jörg Suchy - Samsung
- **10.30 - 11.00 :** **Developer suite**
Auguste Attiach - Gemalto
- 11.00 - 11.30 Coffee Break
- **11.30 - 12.30 :** **SCWS servlet development and demos**
Jan Nemec - Gemalto

SIMagine Conference agenda (3/3)



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More information on



www.simagine.gemalto.com

Thank you for your attention