



**SIMagine 2009**  
**10<sup>th</sup> Worldwide Mobile Communication & Java Card™**  
**Developer Contest**  
***Rules of the Competition***

- 1. The organizer and partners*
- 2. Purpose of contest*
- 3. Participants*
- 4. Phases and dates*
- 5. Selection Committee*
- 6. Prize money*
- 7. Support in new business start-ups or development*
- 8. Protection of projects submitted*
- 9. Other rules*

## 1. The organizer and partners

For the tenth year running, Gemalto N.V. ("Gemalto") is organizing a worldwide Java Card™ developer contest for GSM cards, in partnership with Sun Microsystems, Inc. and Samsung Semiconductors Europe.

The name of the contest is :

**" SIMagine 2009 - Worldwide Mobile Communication & Java Card™ Developer Contest "**

## 2. Purpose of contest

2.1 The field concerned is SIM cards for the Mobile Communication sector and the Java applications used for these cards by cell phone operators.

The aim of the contest is to develop new, innovative, practical Mobile Communications Java applications and applets which can be used for SIM cards. Applications have to be user-friendly and bring value to both the wireless operator and the end-user.

The possible fields of research include innovative applications:

- Gaming & interactive services
- Financial services
- Mobile Contactless services (payment, transport, access, smart posters, loyalty...)
- Mobile Social Networking services
- Mobile services delivery
- Mobile Identity & applications security management
- Mobile TV & Mobile Advertising
- Convergence & Multimedia

Leveraging new technologies

- SIMToolkit ( support of SCWS and NFC applets)
- Smart Card Web Server / HTTP
- NFC (Near Field Communication)
- Multimedia SIM ( High Capacity & USB-IC)
- Mobile TV & DRM
- Peer-to-Peer technologies
- SIM USB Key
- Wimax & UMA

This list, however, is not exhaustive and candidates are free to choose another field of research provided it lies within the scope of 2.1.

2.2 When developing their project, the candidates must make sure that their applets have the following characteristics: innovation, marketing interest, user-friendliness, compactness, security, ease of deployment on the market, etc. The Selection Committee will base its selection on all the above criteria.

### 3. Participants

- 3.1 Participation in the contest is not subject to payment of application fees. Any person who enrolls in the contest will be known as a « candidate ».
- 3.2 Two categories of candidates will be accepted, with a maximum of three people per candidate team:
- 1) scientific engineering schools, universities and business schools and
  - 2) companies specialized in telecommunications or Java language or other software companies or integrators (“software houses”) :
- Schools : application is to be made by their authorized representatives .They shall present one team of students (including university researchers) supervised by members of the teaching profession.
- Software houses: application is to be made by their authorized representative and they shall present one team of employees supervised by one team member designated as “team leader”.
- 3.3 Legal persons doing business in the field of design and/ or manufacturing of smart cards, including their employees, their subcontractors or partners (including their employees) are not allowed to participate to the contest.
- 3.4 The following are also not eligible to enter the contest: any entity or employees of the Gemalto group of companies and any legal entity being a sponsor and/or a member of the contest Selection Committee and any legal entity that belongs to the legal organization of such sponsor or members including their employees.

### 4. Phases and dates

#### 4.1 **Entry phase, 6 May to 10 October 2008**

Candidates enter the contest by filing in the Entry Form, to the exclusion of any other document. It will be sent by Gemalto or its local subsidiaries (outside France) on request. It can also be found on the website:

**[http: //www.simagine.gemalto.com](http://www.simagine.gemalto.com)**

The Entry Form includes the following:

- The candidate’s details: category, origin, members of the candidate team (jobs, specialities, past achievements, patents, diplomas, etc.), nationality of each team member.
  - The candidate’s project which may concern the areas listed in 2.1 or not. It describes what the candidate wishes to achieve, the different phases of the project, the resources at their disposal, the technologies that will be used.
  - A letter of motivation explaining why the candidate wishes to participate in the contest.
- The Entry Form must reach Gemalto or its local subsidiary, as will be indicated by Gemalto to the candidate concerned, by letter or email by **10 October 2008** at the latest.

#### 4.2 **Selection phase, 11 to 17 October 2008**

Gemalto examines the Entry Forms and selects the candidates that it considers capable of researching and presenting a project. There is no theoretical limit on the number of

candidates selected; only the quality of the Entry Forms and the technological and industrial interest they represent will guide Gemalto in making its selection.

The selected teams will be announced in Paris, on 17 October 2008. Each team selected will receive a Gemalto development kit to be used solely for the participation to this contest.

#### 4.3 **Development phase, 17 October 2008 to 13 January 2009**

The selected candidates will develop their applications (applets) during this phase and receive coaching from Gemalto, via a technical support website and an assigned coach/mentor. The project will be submitted in the form of an 8-page document (maximum), in English, in A4 format, either in printed form or in a data file sent by email. The source code is to be communicated at the same time. Another copy of the project, in the candidate's mother tongue, may also be provided (8 pages maximum). The project document is to reach Gemalto by the 13<sup>th</sup> of January 2009 at the latest. This date will be final and no exceptions will be granted. A copy of all the project documents will be filed by Gemalto on the 30<sup>th</sup> of January 2009 at the latest with Eric Albou & Carolle Yana, Bailiffs, 160, rue du Temple 75003 PARIS France.

#### 4.4 **Selection Committee examination phase, from 14 to 27 January 2009**

The members of the Selection Committee will examine among the selected projects all the projects presented and select the 8 best entries for the final prize list.

The 8 finalist teams will be invited to the Mobile World Congress in Barcelona, Spain from 16<sup>th</sup> February to the 19<sup>th</sup> of February 2009, with a maximum of two people per candidate team.

They will be individually informed of their participation on the **27<sup>th</sup> of January 2009**.

The projects entered by the candidates not selected will be returned to the owners.

#### 4.5 **Mobile World Congress in Barcelona, Spain from 16 to 19 February 2009**

The 8 finalist teams will present their projects in public on the Gemalto stand at the Mobile World Congress in Barcelona, Spain from the 16<sup>th</sup> of February to the 19<sup>th</sup> of February 2009. On the 16<sup>th</sup> of February 2009, each of the selected teams shall have 15 to 20 minutes to present their work to the Selection Committee. All the candidates will have the same resources at their disposal to present their project. They will receive written instructions at the beginning of **December 2008** so that they can prepare their presentation under the best possible conditions. The winners will be announced on the **17<sup>th</sup> of February** at the Awards Ceremony.

The candidates must take in charge the necessary formalities such as valid passports and visas for Spain. If none of the members of a finalist team does not have the required visa one week before the exhibition, this team will be excluded from the final and Gemalto will be allowed to contact a back-up team.

4.6 All the finalists will benefit from the publicity campaign organized by Gemalto for the contest.

4.7 The finalists might be offered the possibility of working in collaboration with Gemalto to finalize their applets. The form of their collaboration would be determined at a later date, as set forth in paragraphs 7.1. and 7.2 below.

## 5. The Selection Committee

- 5.1 The Selection Committee will consist of major figures from the fields of mobile communications, technology, industry and standardization.
- 5.2 The Selection Committee will include:
- one journalist
  - one ETSI representative
  - one Java Card Forum representative
  - one representative for each GSM operators
  - one representative of Samsung Semiconductor Europe
  - one Sun Microsystems representative
  - one Gemalto representative
- 5.3 The chairman of the Selection Committee will be elected by its members. During deliberation, he/she shall have the casting vote. The Selection Committee shall fix its own rules (simple or absolute majority, number of ballots, etc.) to select the winners.

## 6. Prize money

- 6.1 More than 60,000 Euros in prize money will be awarded and will be broken down as follows:
- GOLD SIMagine Award : 15,000 Euros
  - SILVER SIMagine Award :12,000 Euros
  - BRONZE SIMagine Award :10,000 Euros
  - Five to Seven OPERATORS Awards : each worth 5,000 Euros
- 6.2 The prizes will be awarded when the results are announced on the 17<sup>th</sup> of February 2009.

## 7. Possible support in new business start-ups or development

- 7.1 Gemalto, the organizer of SIMAGINE 2009, is willing to increase spin-offs from innovations developed as part of the contest and to help, to the extent possible, their authors. Gemalto may offer the winners the possibility of joining its incubator system to finalize their projects and develop a corresponding business plan.
- 7.2 The candidates of projects selected by Gemalto may, if they wish, contact Gemalto to ask for and study with Gemalto any possible help in starting up new company, receiving backing, or benefiting from another form of collaboration with Gemalto.

## 8. Protection of projects submitted

- 8.1 The candidates will retain full ownership and all attached rights or titles on or to the projects submitted. Each candidate grants Gemalto and its affiliates a free, irrevocable license to display and use the project with employees of Gemalto and its affiliates, members of the selection committee, sponsors, and during the Mobile World Congress in Barcelona, Spain, and to refer to the project in any publication and website, for the purpose of promotion of the contest
- 8.2 Candidates may carry out any formalities they believe necessary or useful to protect their work in the geographic location(s) of their choice.
- 8.3 Being candidates or winners awarded any of the prizes in the finals does not in anyway bind the candidates, including any member of their team, or any parties to the contest to any subsequent collaboration whatsoever.

## 9. Other rules

- 9.1 The candidates, including any member of their team, expressly authorize Gemalto, its affiliated companies and any sponsor of the contest or member of the Selection Committee to use their name, including name and image of the individuals member of their team, by citation, mention, reproduction or representation for making reference to and promotion of the contest, in every media and support, without limitation in time or territory.
- 9.2 Participation in the contest automatically means that the candidates (including any individual member of a team) adhere to all the present rules of competition. No appeal may be made against the decisions made by Gemalto and the Selection Committee.
- 9.3 Any dispute in connection with the existence, interpretation or implementation of these rules shall be settled by amicable settlement, failing which the dispute shall be submitted to the competent French court. The rules of this contest are subject and will be interpreted in accordance with French law.

These rules are filed with:

**Me Eric Albou & Me Carolle Yana**  
**Huissiers de justice associés**  
**160, rue du Temple**  
**75003 PARIS**  
**FRANCE**