

Smart Video Card

Enhance your communication



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Smart Video Card

||||| A dual-application SIM card product incorporating a conventional SIM and optical disc for the delivery of media content

Concept

Designed by Gemalto, the Smart Video Card (SVC) is a unique innovation that allows not only the SIM itself, but also the card body to be put to a new, more effective use. It achieves this by embedding a small DVD-standard optical disc into the previously disposable, credit-card format SIM card body.

The very fact that mobile operators issue millions of SIM cards to their end-users gives them a very simple and flexible opportunity to promote any type of digital content, ranging from mobile services-related information to music, video, games and web URLs. Until now, operators have been waiting for a convincing solution for tapping this huge potential for significant increases in their own revenues.

With convergence and 3G services ready to shape the future of telecoms markets, content promotion is becoming an increasingly important factor in the development of new mobile applications. Smart Video Card provides the perfect way of broadcasting such initiatives to each individual subscriber.

Examples of business applications for SVC

> Interactive promotion of a Mobile Operator's new services (educating end-users)



Video component can be used to:

- Interactively promote the Operator's new services and products, as well as its brand
- Replace cumbersome and costly user and service guides and CD-ROMs
- Reduce cost of SIM pack & improve its quality

> Direct access to the Operator's web portal and specific offers



Mobile Operator websites contain a wealth of useful information, as well as online and other applications available to mobile phone subscribers. But it is not always easy for the end-user to find the desired information.

Using the Smart Video Card, end-users can be given direct access to these types of services via URLs stored right on the card itself. This way, Operators can achieve a guaranteed improvement in the Serviceability of their offers and in doing so boost their own revenues. By linking the Smart Video Card into their loyalty programs (discount services & downloads etc.), which can be accessed when the SVC is used online, a Mobile Operator can be sure that the end-user will insert the mini-disc into a PC or DVD player.

> Ideal opportunity for delivering commercial and advertising content



Consumption of digital content - in both DVD and other formats - is growing fast throughout the world. By offering end-users attractive and popular content such as music, video games, or movie teasers, Smart Video Cards give the Mobile Operator an outstanding opportunity to further boost sales of SIM cards (and of prepaid cards in particular). It provides the Operator with a new and innovative way of promoting its offer of online and other available multimedia SIM content.

These are just some of the possible applications of the Smart Video Card.

There is potential for devising many others to fit individual Operators' specific strategy and market positioning.

Processing of digital content

Seen from a card issuer's perspective, the Smart Video Card (SVC) opens up a completely new opportunity for interactive communication with its customers.

Preparing the right digital content for storage on the optical disc is the key to taking full advantage of this opportunity.

Consumer demand for DVD-based digital content is growing worldwide. But that does not mean that it is enough to simply provide a video file or some textual information on the disc embedded into the Smart Video Card. The presentation has to be tailored in such a way that end-users will want to watch it.

Successful SVC strategies will be based around observing three key principles:

> User interactivity.

Use the space provided on the optical disc to enter into dialogue with your customers. Encourage them to visit your web pages, to play games/enter prize draws or to drop into one of your sales outlets after registering online via SVC

> Provide full-range, "à la carte" content.

Provide access to technical, commercial and interactive content from a single menu to show your customers the diversity of your technological universe

> Keep it simple.

Make the content easy and pleasant to use. Gemalto can offer to help to design an attractive and user-friendly menu to ensure your content is delivered effectively.

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The following example shows how a range of different topics can be covered on a single SVC. This is what the user will see once the disc has been loaded and the menu pops up:

Three different files have been compiled onto a single disc and are accessed through a single menu to draw the customer into a user-friendly, engaging digital experience:

- > **A video file on Gemalto's offer** - to show customers the benefits of using Gemalto products & services in real life
- > **A cute clip about polar bears** - to make optimum use of the space available on the disc to convey messages that are important to and of interest to the end-user
- > **A game to encourage mobile operators to interact with Gemalto** - to capture their attention and show how the Smart Video Card can be used as an entertaining marketing teaser

Using the content potential of SVC to the full is an excellent way for you to not only increase your revenues, but also to promote your brand and gain the loyalty of your customers.



The Digital Revolution with Gemalto



Protecting our Planet



Visit us on Smart Video Card website and WIN A PRIZE ! www.gemalto.com



Product Features

> Chip Specifications

Smart Video Card uses the same range of chips as a standard Gemalto SIM card product.

> Optical Disc Specifications

Gemalto will be responsible for the mastering and replication of Smart Video Card content. The mini-discs are pressed (pre-recorded) with the requested content according to the DVD-5 standard (single-layer DVD), to ensure that they offer excellent quality and playability.

The capacity of a DVD is expressed in bytes and, for this special format, the maximum capacity currently stands at 150 MB (100 MB for the test series of up to 50,000 units). This is enough to hold about 10-12 minutes of video content depending on the compression rate used. Source data for these discs will need to be pre-mastered as described below and submitted for mastering in one of the appropriate master formats listed below.

> Mini-Disc Application Formats

We can master Smart Video Cards from any of the following application formats:

- **DVD-Video:** For movies and other videos
- **DVD-Audio:** For high-quality music tracks
- **DVD-Rom:** For games, multimedia applications and data

Pre-mastering work will need to be authorized prior to mastering (just as a design for artwork needs to be validated before the whole printing process is launched at our production facilities).

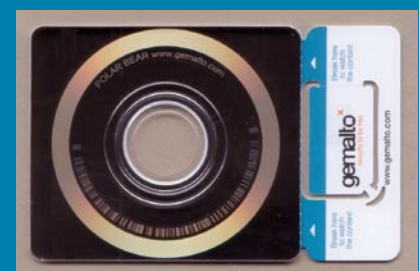
- **DVD-Video:** Pre-mastering can include video and audio compression, creating menus and adding navigation functions. With a view to use on Mini-Disc, the formatted data can be written to a DVD +/-R so the client can carry out full testing prior to mastering. We request that you provide the data in **MPEG-2 or MPEG-1** format. MPEG-2 video is used instead of MPEG-1, as it provides better quality, though playing times are reduced accordingly (12 minutes in MPEG2 format).
- **DVD-Audio:** Pre-mastering can include audio encoding, creating menus and adding navigation functions. With a view to use on Mini-Disc, the formatted data can be written to a DVD +/-R so the client can carry out full testing prior to mastering.
- **DVD-Rom:** Pre-mastering involves formatting files using the UDF/ISO 9660 bridge file systems and transferring to a DVD +/-R. Any DVD Rom (and DVD-Video) discs which have not been correctly formatted using UDF bridge will encounter compatibility problems on some PC operating systems in use worldwide.

Gemalto can also propose to handle authoring of the content on your behalf, where required. The data should be supplied on suitable quality-brand media (CD-R or DVD +/-R), together with a directory listing of all files. The source files must be of the very highest quality possible (the less compression the better)

to ensure minimum loss of quality during the authoring process.

We recommend that no more than 96% of the available space on the Mini-Disc be allocated to "user data".

The optical disc incorporated into SVC is compatible with all types of DVD players and readers except those equipped with slot-in loaders, as used on, for example, on some in-car DVD players. These type of players (also known as slot-in players) however only account for a small percentage of the entire DVD player market.





Contact us: smart.videocard@gemalto.com

Visit the Smart Video Card website:
www.gemalto.com/telecom/smart_video_card/

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