



Value-Added Services for Consumer Electronics devices

Bring new use cases to market with Gemalto's embedded Secure Element and Trusted Service Hub.

The growing convergence of information, communication and entertainment has sparked a new era in consumer electronics across the globe. To make the most of these powerful devices, Gemalto offers OEMs the opportunity to provide their customers with new Value-Added Services (VAS), such as payment, transport and access control, and collaborate with a wide range of service providers worldwide.

Easily add new functionalities

Gemalto can help smartphones, tablets, PCs and wearables makers to differentiate both their products and strategic positioning, thanks to seamless and secure VAS deployment technologies. In addition to VAS for end users, Gemalto solution can also guarantee the device integrity (OS integrity, anti-theft, secure boot).

Our complete one-stop offer includes:

- > a tamper proof chip with embedded software and hardware – **UpTeq embedded Secure Element (eSE)** incorporated into the device at the production stage
- > the solution suite – the **Allynis Trusted Service Hub (TSH)** enables easy service deployment and remote management of the secure element and its applications in any type of electronic device.

What is an eSE?

Embedded in any type of electronic device, the eSE is a tamper-proof chip available in a range of different sizes and designs. It ensures data is stored in a safe place and that information is given only to authorized applications and individuals. Several applications can be stored and managed independently in a single eSE.

Gemalto offers a state-of-the-art certified eSE:

- > Compliant with the GlobalPlatform Card Secure Element Configuration standard, Version 1.0
- > Certified by major payment schemes (EMVCo, VISA, MasterCard, AMEX, China UnionPay)
- > Integrating all the latest features from embedded OS, NFC ecosystem and multi-services markets, leveraging Gemalto's number one position in these sectors
- > Available in various form factors: die or surface mounted device (SMD).

What is TSH?

The **Trusted Service Hub (TSH)** is a unique turnkey business service provided by Gemalto that enables service providers to manage eSE and its applications. With TSH, OEMs can securely deploy services such as payment, transport and access control into the eSE embedded in the consumer electronics devices connected to the TSH.

Gemalto can act as a **unique entry point** for OEMs, facilitating the connection of their devices and business relationships to service providers worldwide.



Benefits for OEMs

- > Clear differentiation from competitors through new value-added services' offers: payment, transport, access control etc.
- > Benefit from a unique entry point into an ever expanding hub, collaborating with more and more service providers across the globe
- > Generate additional revenue and strengthen your relationship with end users.

Benefits for services providers

- > Plug in once and deploy everywhere, reaching a large range of devices
- > Update your services remotely during the entire life cycle of the devices.

Benefits for end-users

Make the most of your device with new added value services:

- > Easy and convenient
- > Secure and trustworthy
- > Flexible VAS management during the entire lifecycle of the device.

Why Gemalto?

- > State-of-the-art certified eSE (see "What is an eSE?" section)
- > Unrivalled application offer
 - Rich application catalogue encompassing certified payment, transport, biometrics, enterprise, ID and government apps; both proprietary and in conjunction with established partners
 - Unique expertise for local application development and support
- > A unique Trusted Service Hub (TSH) offer to quickly and easily deploy services worldwide
- > Strong local technical teams (Field Application Engineers and Technical Consultants) dedicated to supporting consumer electronics manufacturers
 - Recognized expertise in end-to-end fully deployed NFC projects
 - Established relationships with key players in the industry: silicon vendors, combo makers, Contactless Front End (CLF) makers, device manufacturers, certification bodies, payment schemes, service providers (banks, transport, enterprises).