



# Cellular connectivity management solution for Consumer Electronics devices

## Deliver a smooth end-user experience with Gemalto's embedded SIM and On-Demand Connectivity services

Have your customers ever shared with you their frustration by the search for a decent Wi-Fi signal for their tablet or wearable device while on vacation or on the move? With Gemalto's On-Demand Connectivity solution, cellular connectivity can be added seamlessly to your consumer electronics devices - straight out of the box- and then managed remotely.

### Easily connect your devices to fast cellular networks

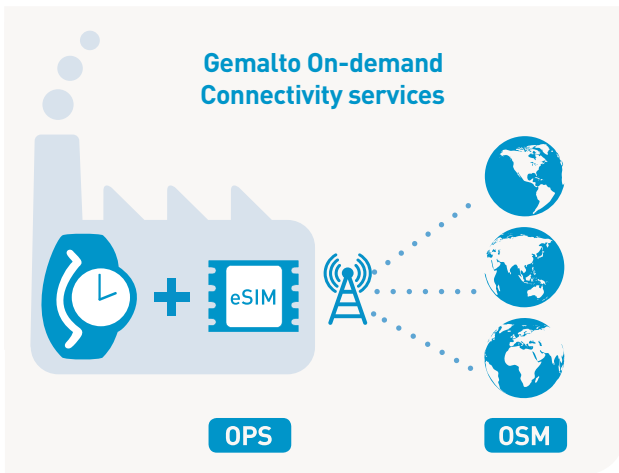
The growing convergence of information, communication and entertainment has sparked a new era in consumer electronics across the world. Connected devices such as smartphones, tablets and wearables are changing the way end-users work, shop and behave in their everyday lives. This trend represents a major business opportunity for OEMs, but presents three key challenges:

- How can the supply chain be simplified when selling connected devices worldwide?
- How can the end-user experience be enhanced by on-boarding fast connectivity on his/her device straight out of the box?
- How to manage connectivity over the entire product lifecycle?

### Gemalto offers a straightforward connectivity solution for OEMs

Our complete one-stop solution for OEMs includes all the necessary infrastructure for future connectivity:

- a dedicated chip and its on-board software – an **UpTeq embedded SIM** (also known as an embedded UICC) incorporated into the device at the production stage
- the solution suite – **LinqUs On-Demand Connectivity (ODC)** for provisioning and to remotely manage the customer subscription in any type of electronic device.



With Gemalto's **On-Demand Subscription Management Service (OSM)**, the subscription can be remotely managed over the entire lifecycle of the device. It enables switching between different subscriptions, downloading new data plan, removing old services, and maintaining optimum connection conditions at all times.

### Benefits for OEMs

- > Achieve clear differentiation from competitors by offering cellular connectivity on a wide range of consumer electronics devices: tablets, smartwatches, wristbands, PCs, and more.
- > One-stop-shop connectivity-and-device value proposition to strengthen your relationship with your consumers
- > Offer operational connectivity services for fast deployment of connected devices worldwide
- > Ease production stage and distribution flow: no more country variance or customization at distribution stage.

### What is an embedded SIM?

- > The **embedded SIM** (also called **embedded UICC**) is a new secure element compliant with GSMA specifications and designed to remotely manage multiple mobile network operator subscriptions.
- > Available in various form factors, either plugged-in or soldered, the embedded SIM is easy to integrate in any type of device.

### Benefits for end-users

- > Connect your device everywhere - straight from the box - with the bootstrap
- > Enjoy high quality connectivity on the move, free from Wi-Fi dependency
- > Effortlessly manage your subscription remotely over the entire lifecycle of the device.

### Gemalto's On-Demand Connectivity services

The ODC solution offers two types of services – **On-Demand Provisioning Service (OPS)** for initial connectivity and **On-Demand Subscription Management (OSM)** for connectivity management during the entire life of devices.

With Gemalto's OPS, OEMs can integrate a generic embedded SIM equipped by Gemalto with an initial subscription connection, known as the bootstrap.

Once the device is powered up for the first time, the bootstrap profile instantly connects the device to Gemalto's OPS. It automatically identifies the country where the device is located and determines, via a pre-configured business rule, the carrier for that territory. The OPS platform then initiates a secure over-the-air provisioning process, based on the GSMA embedded SIM specification, by downloading and activating the operational subscription on the embedded SIM.

### Why Gemalto?

- > State-of-the-art products and services, compliant with the latest GSMA specifications
- > Unrivalled leadership in the telecom market, working with nearly 450 MNOs worldwide; Gemalto has the largest base of MNO subscription profiles and the ability to facilitate global reach
- > Strong local support and testing capabilities with a global footprint of Technical Consultants
- > Highly secure products to protect hardware and software integrity
- > Unique market expertise in the global deployment of critical business solutions: worldwide datacenter policy, high availability and high scalability