

SmartTrust partners with one2many for cell broadcast capabilities

Mobile operators now able to distribute push services to entire populations of subscribers at one time, based on location

Date 2010 – one2many, the world's leading cell broadcast company, and SmartTrust have today announced that it has been selected to integrate its cell broadcast technology into SmartTrust's leading SmartàLaCarte™ service creation platform. SmartàLaCarte with SmartTrust Wib™, the de-facto environment for Dynamic SIM Toolkit (DSTK), enables mobile network operators to introduce SIM based revenue-generating services. SmartTrust's customers can now take advantage of the cell broadcast technology of one2many to distribute geographic location specific value-add push services to entire subscriber bases instantaneously, reducing costs and delivery time.

Cell broadcast (CB) offers a non-intrusive, real-time service of distributing text messages and binary content to mobile handsets, specific to their current location. CB is capable of broadcasting one single message to reach all mobile handsets in an area as small as one radio cell and as big as an entire country. Sending a message to millions of handsets takes a matter of seconds. This is particularly important for emergency alert services and other time sensitive services, like dynamic discount and sports goal alerts.

Maarten Mes, Managing Director of one2many comments: "Operators are looking to send promotional messages to all subscribers in a network, instantly and based on location, all without jeopardising subscribers' privacy or overloading the network. Cell broadcast technology offers this risk free and is proven and available in GSM and UMTS networks. We at one2many are excited that the potential of this technology is released to the users and developer community of SmartTrust's SmartàLaCarte suite. It will enable SmartTrust's customers to maximise revenue from existing investments and introduce innovative and cost effective location-based services even in mass deployments."

Fredrik Almgren, Director Product Management at SmartTrust, comments: "Integrating the SmartàLaCarte 5 server systems to the one2Many cell broadcast systems provides our customers with a very efficient channel to the mass of subscribers. It opens up for a wide variety of innovative services for the Wib 2 environment, like Mobile Advertising and Interactive Cell Broadcast. This is a very interesting enhancement since content and applications can now be distributed to literally hundreds of thousands of subscribers at the same time. The decade of experience and company heritage of one2Many in the cell broadcast area combined with its technical expertise makes it attractive for us to choose them as our primary partner."

SmartTrust has joined one2many's Technology Partnership program. This program fosters and supports bilateral research projects which have the potential for commercialisation of CB services. It will also stimulate multi-lateral science and technology networking activities to further new partnerships and accelerate the commercialisation of research and development.

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About one2many

One2many established in 2007, is a management buyout of Acision's (formerly LogicaCMG Telecom Products) cell broadcast product unit, building on a decade of experience in Cell Broadcast. one2many has its headquarters in The Netherlands, Europe. Employees of one2many are currently based in offices in the Netherlands, Dubai UAE and Serbia.

With the spin-off one2many instantly became the world's market leader in cell broadcast with experience of over 80 installations, at 50 customers in more than 30 countries.

one2many has close relationships with all network infrastructure companies, major SIM vendors, leading handset manufacturers and industry standard organisations, and has a unique combination of both theoretical background and practical field trial experience in CB public warning. This has resulted in the most mature cell broadcast product in the market with its initial release development starting in 1996, and today has the most extensive BSC and RNC driver library in the market.

One2many is an active member of standardisation committees such as ETSI, ATIS, 3GPP, TIA, and the Cell Broadcast Forum and CHORIST (EU project).

For more information visit www.one2many.eu

About SmartTrust

SmartTrust is a developer of device and SIM Management software designed to provide mobile network operators improved awareness of their subscribers, efficient management of the SIMs and devices on their network, as well as the opportunity to quickly and easily offer targeted revenue generating services and applications.

Operators of more than 200 networks worldwide including AT&T, Claro, Etisalat, KPN, T-Mobile, Telenor, and Vodafone rely upon SmartTrust technology to address the unique business challenges of today's mobile markets. With a complete portfolio of products and services, which facilitate the management of the entire lifecycle for SIMs, handsets and services as well as Dynamic Roaming Steering, SmartTrust delivers the tools for successfully managing the subscriber experience.

SmartTrust is a part of the Giesecke & Devrient Group. For more information, please visit www.smarttrust.com.