

Oberthur Card Systems and Abaxia team up to offer mobile phone customization through GIGAntIC™

Innovative solution enables operators to fully brand and update handsets with applications and content anytime anywhere

The customization and branding of a handset is usually one of the key issues for operators. Until now mobile phone personalization and eventually specific embedded applications all had to be done at the handset manufacturer factory.

Now, through the strategic collaboration between Oberthur Card Systems and developer Abaxia, mobile operators can benefit from a simple and flexible solution which enables to customize handsets post-issuance.

Thanks to this embedded application, the mobile handset home page can be personalized according to the basic features of the phone and operator services. The SIM-based software and all other customization elements are automatically installed on the handset: user interface, themes, ring tones, settings, shortcuts to data services...

Previously, this solution was installed over-the-air. Now, GIGAntIC's large memory capacity turns any generic phone into a fully customized operator branded handset.

“Thanks to this partnership, Oberthur Card Systems will propose to its customer an innovative solution that will allow Mobile operators to customize their subscribers’ handset post-issuance at the latest time with the most up-to-date applications, contents and interface,” said Alain Jarre, Head of Mobile Marketing & Solutions at Oberthur Card Systems. **“This is a key point for mobile operators to be independent of their end-users’ handset and this is increasing the usage of their services.”**

“We are pleased to work with Oberthur Card Systems on such a pioneering application that will be crucial for operators,” said Cédric Mangaud, CEO, Abaxia. **“Wireless carriers will now be able to change the “look and feel” of a mobile, and to control the user interface and the set of operator through the SIM.”**

For more information and demonstrations, please visit Oberthur Card Systems’ booth at the 3GSM World Congress (Hall 8 – Stand B68) from the 12th to the 15th of February 2007 at Fira de Barcelona, Spain, or Abaxia booth Hall 2 – Stand 2E56.

About Oberthur Card Systems

With sales of 524 million euros in 2006, Oberthur Card Systems is one of the world's leading providers of card-based solutions, software and applications including SIM and multi-application smart cards as well as services ranging from consulting to personalization.

Innovative products, security expertise and high quality services ensure Oberthur Card Systems' strong positioning in its main target markets:

- Payment & Services: 47% of 2006 revenues. A world leading supplier of Visa and MasterCard payment cards
- Mobile Communications: 37% of 2006 revenues, with open and interoperable solutions based on Java™ technology.
- Identity: strong positions in ID projects throughout the world
- Multimedia: leading position in the Pay-TV market with an end-to-end expertise in the value chain: software development, manufacturing and personalization
- Transit: focus in the high-end segment with a microprocessor-based offer

Close to its customers, the company benefits from an industrial and commercial presence across all five continents. Listed on the Euronext Stock Exchange (ISIN: FR0000124133) since July 2000, Oberthur Card Systems is a subsidiary of the François-Charles Oberthur Group.

For more information, visit www.oberthurcs.com

Oberthur Card Systems

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About Abaxia

Abaxia is a software publisher specialising in mobile embedded software solutions. Its primary mission is to provide Mobile Services carriers, Terminals manufacturers and Internet Service Providers mobile embedded solutions for increasing their ARPU by easing out the usage of mobile services. Abaxia designs very powerful user-friendly solutions to turn mobile devices into true wireless links at the centre of everyday use, giving the best user experience. Abaxia currently plays a major role in six constructors' ROM build, and is referenced among the leading mobile industry companies such as Orange, Nokia, and Bouygues Telecom. The management team has extensive experience in mobile computing, with a mixed background in telecommunications, information systems and Internet technologies. More information is available at www.abaxia.com

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