



VimpelCom Russia selects Gemplus and Celltick for Value Added Services

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Gemplus and Celltick deploy SIM-based cell broadcast applications for commercial launch of VimpelCom's "Chameleon" service

Gemplus International and Celltick Technologies have been selected by VimpelCom, Russia's second largest mobile network operator, for the commercial launch of its new "Chameleon" broadcast application.

Chameleon sends content teasers – from news headlines to sport updates and games - direct to the subscriber's handset while it is in idle mode. If the subscriber wants more information, they only have to click once. The service is based on Celltick's cell broadcast technology, incorporated into a Gemplus SIM card and a SIM ToolKit application called BeelInfo.

The first stage of the deal includes licences for two million users. This follows VimpelCom's successful pilot deployment of 2000 SIM cards in the summer of 2004. Victor Markelov, Products Director at Vimpelcom, said, "Deploying value added services through the SIM card makes it easy for us to update information and maintain a regular communication channel with our subscribers. We were pleased with the high penetration rates of the trial which showed that the service was easy to use and relevant to our customers' wishes".

"This is a classic example of the SIM creating value for the operator. VimpelCom has understood the role that the SIM can play in enhancing the mobile experience of each subscriber" said Philippe Vallée, Executive Vice President, Telecom Business Unit, Gemplus. "This is also proof of the value of Gemplus' SIMXplore programme and how we, by teaming up with leading service providers such as Celltick, can offer a better service to our clients".

"We are delighted to partner with VimpelCom in turning its live screens vision into reality", says Yossi Wellingtonstein, Celltick's CEO. "Our joint solution with Gemplus places VimpelCom at the forefront of mobile innovation and gives it a substantial edge in the mobile service market. Celltick has dedicated many talents and resources to making this service a success and we have no doubt that VimpelCom's subscribers will be extremely happy with the results".

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