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## Russian operator chooses Gemplus and Celltick



Tuesday, 28 June 2005

Gemplus International and Celltick Technologies Ltd 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 BeeInfo. 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.

[www.gemplus.co](http://www.gemplus.co)  
[www.celltick.com](http://www.celltick.com)

**IMS**  
Global Congress 2005

3rd - 6th October  
Marriott Hotel, Budapest

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