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VimpelCom Russia Selects Gemplus and Celltick for Value Added Services

LUXEMBOURG, June 21 /PRNewswire/ --

- Gemplus (Paris: [LU0121706294](#) - [news](#)) and Celltick Deploy SIM-Based Cell Broadcast Applications for Commercial Launch of VimpelCom's 'Chameleon' Service

Advertisement

Gemplus International S.A. (Euronext (Paris: [NL0000241511](#) - [news](#)): LU0121706294 - GEM and NASDAQ (NASDAQ: [news](#)): GEMP), the world's leading provider of smart card based solutions, and Celltick Technologies Ltd., the market leader in idle-screen applications and interactive mobile broadcast, 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 BeInfo.

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 Wellingstein, 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."

In April 2005, VimpelCom's subscriber base reached 31.2 million. (Source: AC&M).

About Gemplus

Gemplus International S.A. (Euronext: LU0121706294 - GEM and NASDAQ: GEMP) is the world's leading player in the smart card industry in both revenue and total shipments (source: Gartner-Dataquest (2005), Frost & Sullivan, Datamonitor). It has sold over 5 billion smart cards.

With security at its core, and 2400 patents and patent applications produced by its innovative R&D team, Gemplus delivers a wide range of portable, personalized solutions in areas including Identity, Mobile Telecommunications, Public Telephony, Banking, Retail, Transport, Healthcare, WLAN, Pay-TV, e-

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government, and access control.

Gemplus' revenue in 2004 was 865 million Euros.

www.gemplus.com

About VimpelCom

VimpelCom is a leading provider of telecommunications services in Russia and Kazakhstan. The Company operates under the <> brand in Russia and 'K-mobile' and 'EXCESS' brands in Kazakhstan. The VimpelCom Group's license portfolio covers approximately 94% of Russia's population (136 million people), including the City of Moscow, the Moscow Region and the City of St. Petersburg, as well as the entire territory of Kazakhstan. VimpelCom was the first Russian company to list its shares on the New York Stock Exchange ("NYSE"). VimpelCom's ADSs are listed on the NYSE under the symbol "VIP".

www.beeline.ru

About Celltick

Celltick Technologies is the world leader in idle-screen application and mobile interactive broadcast. Millions of users around the world already use the company's products, which allow mobile operators to deliver value added service to the mass market simply intuitively. The company is headquartered in London, has an R&D centre in Israel and offices in China, India and Russia.

www.celltick.com

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