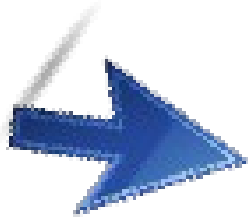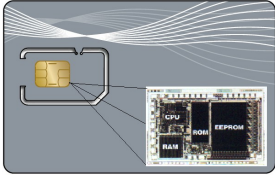# Academic Day on Mobile Solutions for Senegal 2010 - June 7, 8 and 9 - Dakar
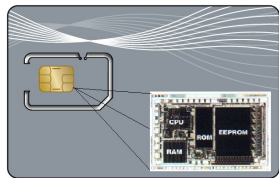
SIM Card, SIM based Applications & Solutions

June 8th, 2010
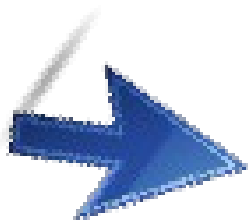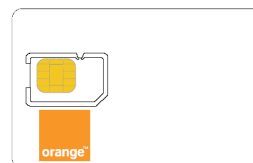*Dakar, Senegal*

Presented by: **Assane KEBE**
Mobile Technical Consultant
Oberthur Technologies Senegal
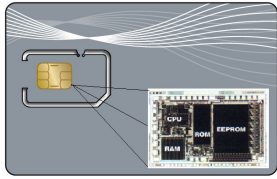assanekebe@gmail.com **/ +221 77 450 8354**

SIM Card, SIM based Applications & Solutions

(U)SIM applications WHY?
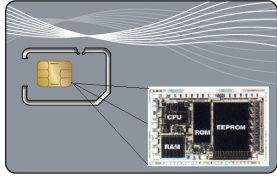
Why ? – Mobile applications

- **ME applications**

  - **First were Handset dependent**

  - **Now are Platform dependent**

- **Result: Difficult to manage by operators**

  → *Cannot consider all brands & platforms*

  → *Cannot provide a unified VAS offer*

  → *High level cost for end users*

Why ? – Mobile applications

- **(U)SIM applications**

  - **Requires STK capability ONLY**

  - **Fully standardized**

  - **Not handset dependent**

- **Result: Easy to manage by operators**

  → *ONLY one thing to focus on: Marketing strategy*

  → *Can provide unified VAS offer*

  → *Available for all subscribers: from entry to high*

    level handsets