

**7th Annual
SIMposium**

19-20 June 2012, Berlin

www.simpodiumglobal.com

Limited FREE places for Operators and End Users

Now in its 7th year, SIMposium has engaged with successful players across the mobile services spectrum and beyond to debate the evolving value chain and the role of the (U)SIM in these disruptive architectures and business models.

2011's edition gathered more than **250 delegates** from **33 different countries**. Participants represented the whole mobile services ecosystem, of which 40% were operator companies.

The conference focuses on several business opportunities where (U)SIM technology can be leveraged such as:

- The evolving mobile VAS ecosystem including the social networking revolution and the race to capture the developer community
Securing mobile finance whilst monetizing 3rd party mCommerce applications
- Managing customer security concerns
- Driving uptake through transport and retail links – understanding and commoditising user brand loyalty
- Assessing the MNOs' needs for new processing as the provisioning and remote management of SIMs enlarge their field of applications
- Examining use cases driving the adoption of embedded UICCs, and the operators' options for combating bit-pipe status

In 2012

- Free entry to operators and end users
- New! 2 streams – technical and vertical markets covered
- New! simagine awards expanded entries
- New! Regulatory thinktank for standardization activity and decision making

Testimonials

- **'Everything was perfect, and speakers and the subjects really interesting. Thanks again for giving networking opportunities with professionals in my area.'** *Vertical Market Products Manager, Avea*
- **'I would like to thank you for the excellent organization of the simposium... It was a very worthwhile event.'** *Head of Smartcard Systems Development, Deutsche Telekom*
- **'Perfect opportunity to meet all relevant people of the SIM industry.'**



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