



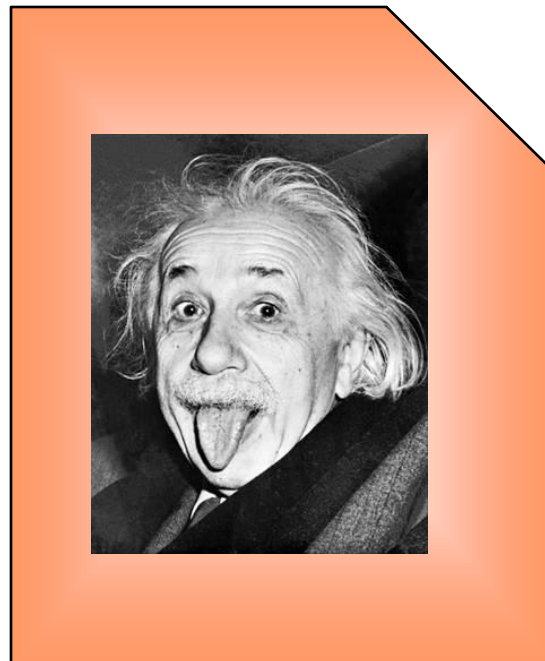
The SmartSIM Revolution

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jsun@netspectrum.com

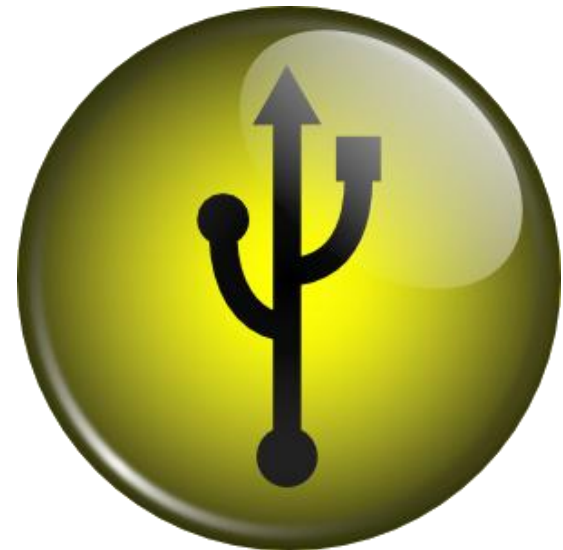
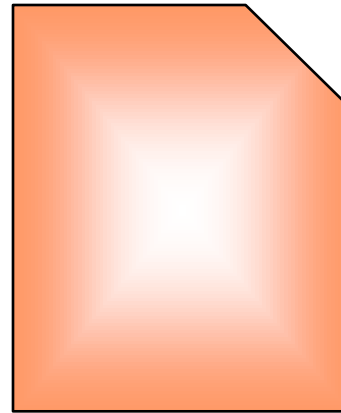
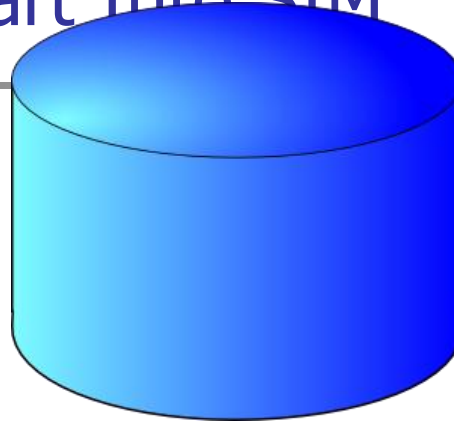
What Does the SIM Card Do for You Today?



Let Us Put Smart Into SIM

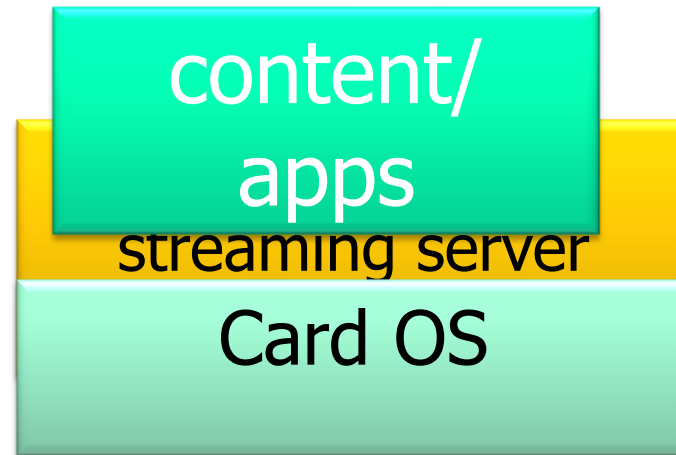


Let Us Put Smart Into SIM

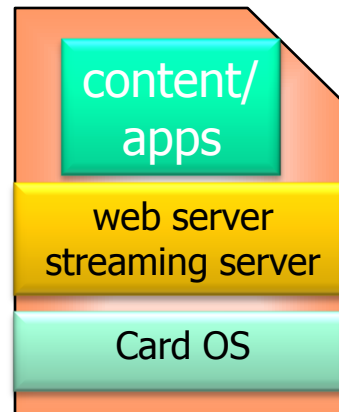




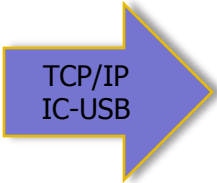
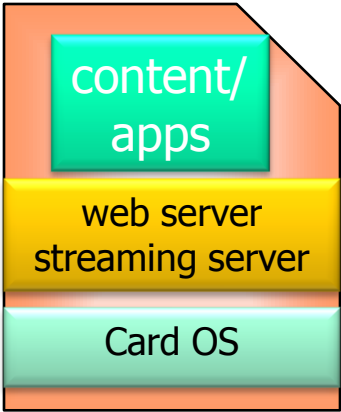
Let Us Put Smart Into SIM



SmartSIM Use Scenario



SmartSIM Use Scenario



Web browser access at a local IP address (<http://192.168.0.1>)

Use Cases

192.168.1.104: All Applicat



Publisher A
Puzzlegirl
Activity☆☆☆

Publisher A

192.168.1.104: Audio

Audio



Le Papillon

Artist:Michel Serrault



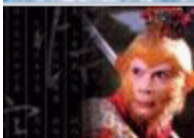
Flower Fairy

Artist:Horie Mitsuko



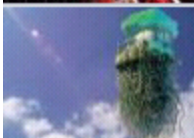
Chivas Ad Music

Artist:Sarah Khider Tin



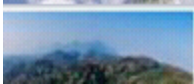
Journey to the West

Artist:Zitherist Time:2r



Laputa

Artist:Japanese Time:3



Azalea

192.168.1.104: Mine

Introduction

1. Clear the field by avoiding the mines.
2. Click the smiley face to reset the game.



	1	2	2	1					
	2			2	1				
	2		4		1				
	1	1	2	1	1				
						1	1	1	
					1	3		3	
			1	1	2				
			1		2	2	3	2	

Success of Kung Fu Panda



Holly Wood animation Kung Fu Panda has made great box office value in China.

Not only has it beaten the box office of most Chinese movies, it raises the questions of some management issues in the Chinese industry with the discussion of less censoring.

6:46 AM

68.1.104: Video

Video

Knowing

Size:480x320 Time:2m19s

Max Payne

Size:480x320 Time:2m27s

Monster vs Aliens

Size:480x320 Time:2m40s

Girl Alone

Size:480x320 Time:1m0s

Ad of Shoes

Size:480x320 Time:1m0s

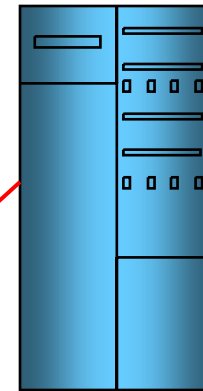
Little Friends



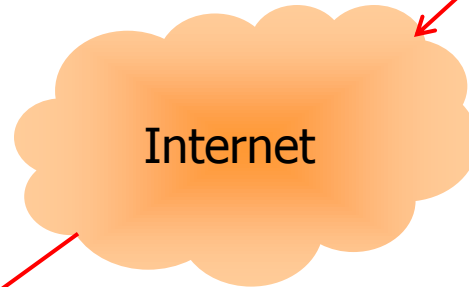
End-to-End Provisioning



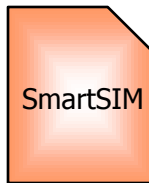
Developers



Servers



Internet



SmartSIM

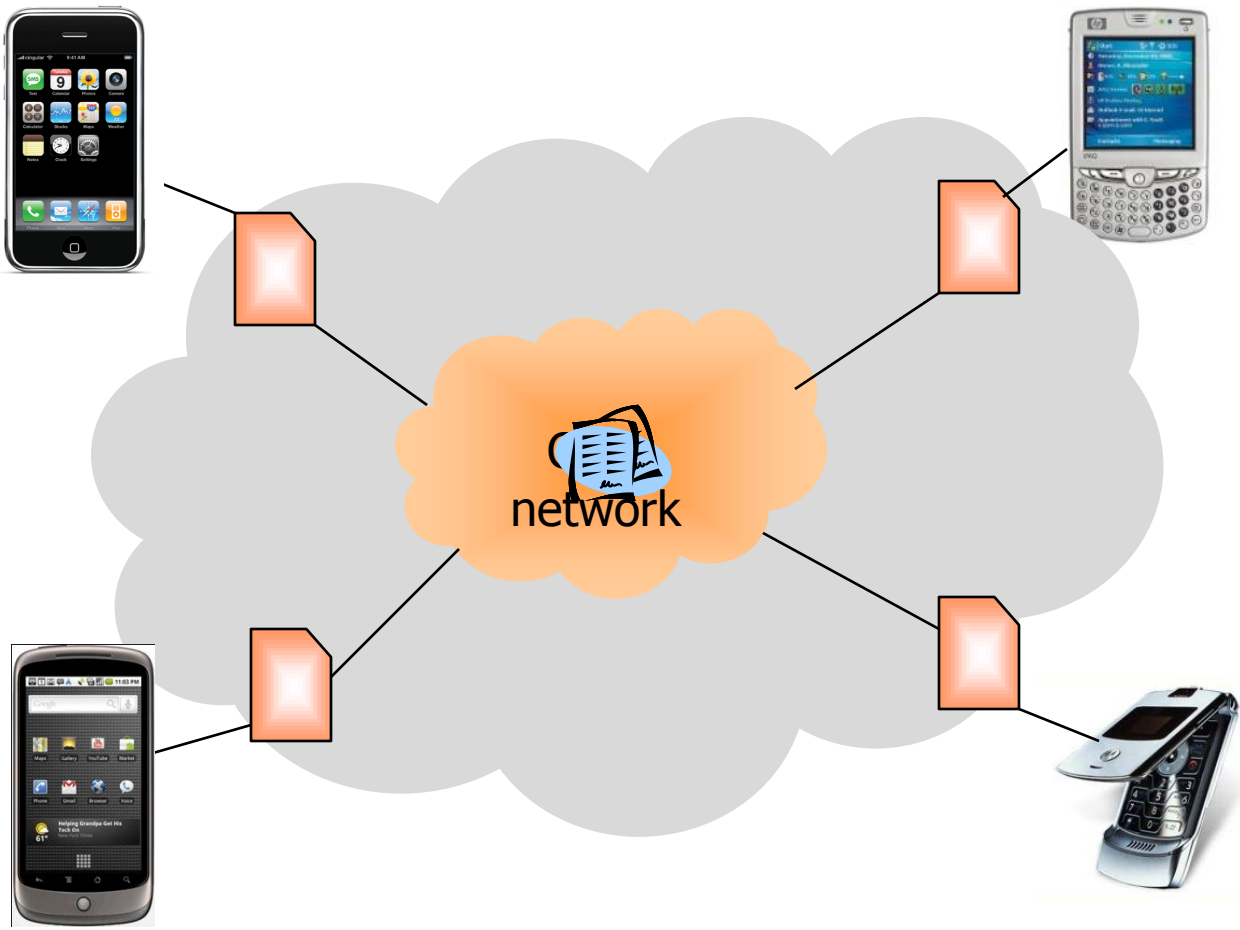




Why?



Operators: End-to-End Control



Bandwidth Efficiency



- Multi-GB data caching reduces data traffic over the air and improves user experience
 - Cached Google map saves about 4.92MB OTA data per single 4-minute use
- Time-shifted downloading utilizes the network during the off-peak hours



Portable Across Compatible Phones

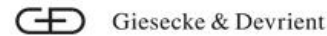


User: Portable Service and More Choices



One button push
switches between native experience and SmartSIM experience

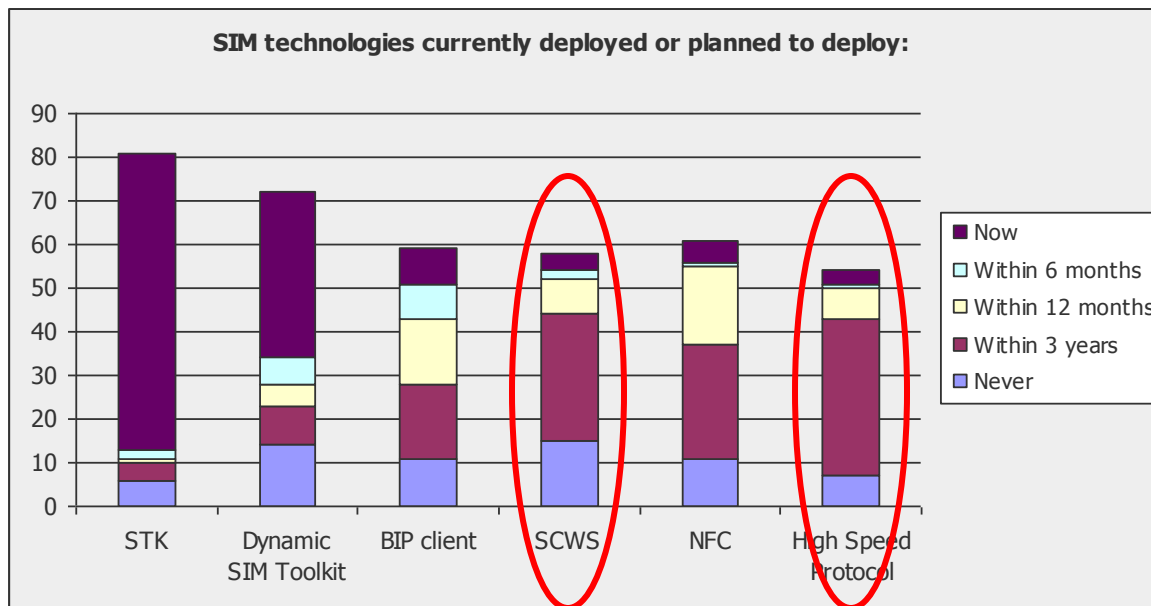
GSMA SmartSIM Group



Operator Adoption



- According to Sep 2009 GSMA survey
 - From 180 MNO, representing 2+ billion subscribers
 - *50% percent of them will deploy IC-USB based SCWS solutions within 3 years*





Netspectrum Advantages



- Software are field trial ready
- World first Linux-based card operating system
- The smallest embedded streaming server
- Rich IP protection
- Interim solutions for today's handsets

Riding the Tsunami

