

A decorative graphic on the left side of the slide, consisting of a vertical black line intersecting a horizontal black line. To the left of the intersection are three overlapping squares: a blue one at the top, a red one on the left, and a yellow one at the bottom.

# The SmartSIM Revolution

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Jun Sun, Ph.D.  
CTO & co-Founder  
09, 2009

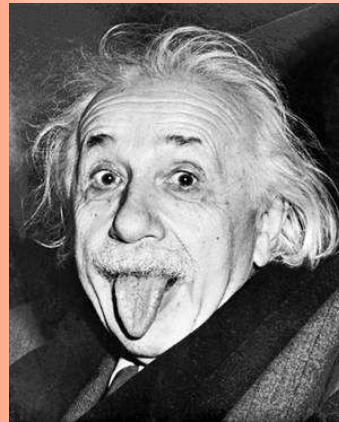
Netspectrum Inc.

# What Does the SIM Card Do for You Today?



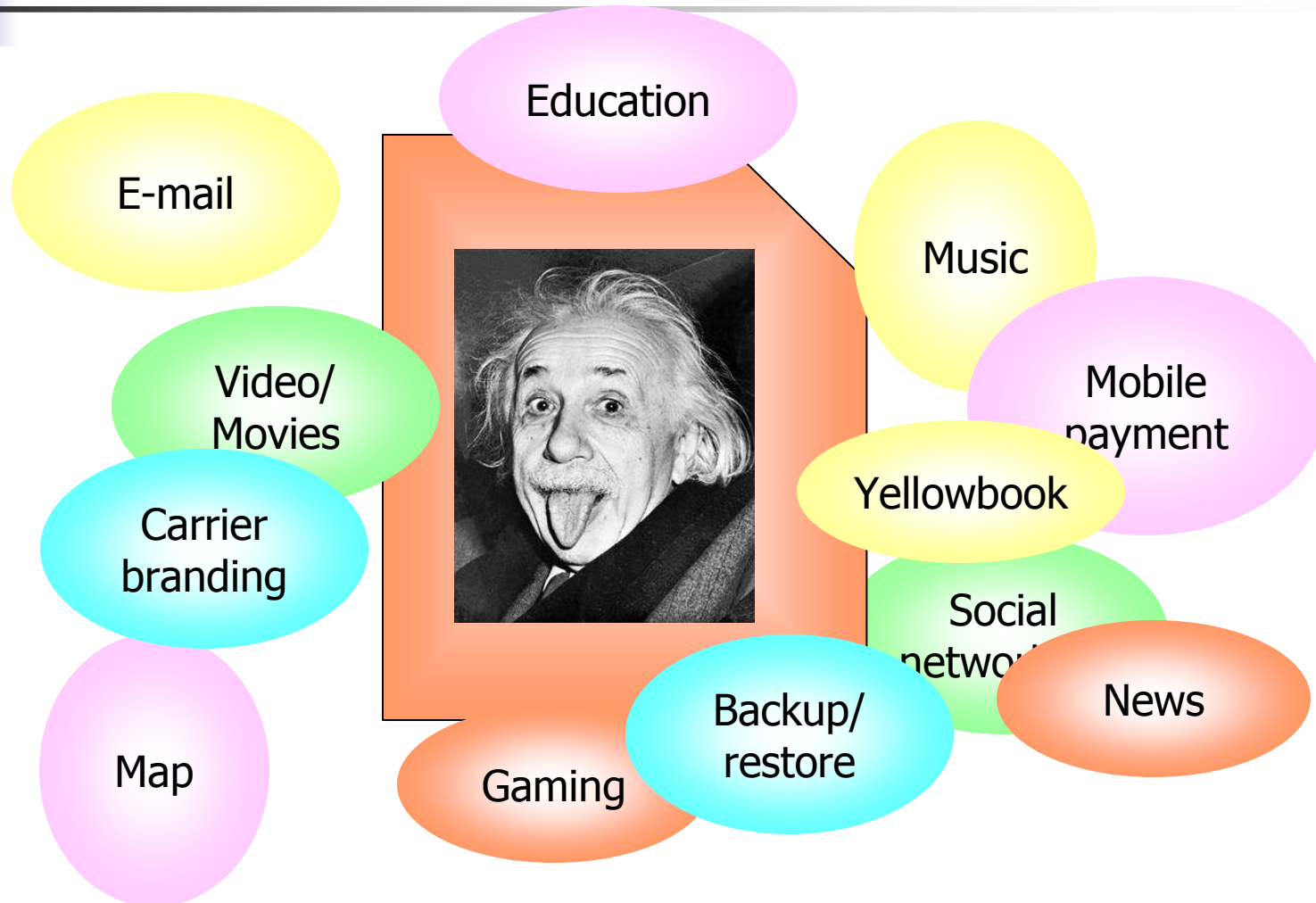
Netspectrum Inc.

# What Can SmartSIM Do?



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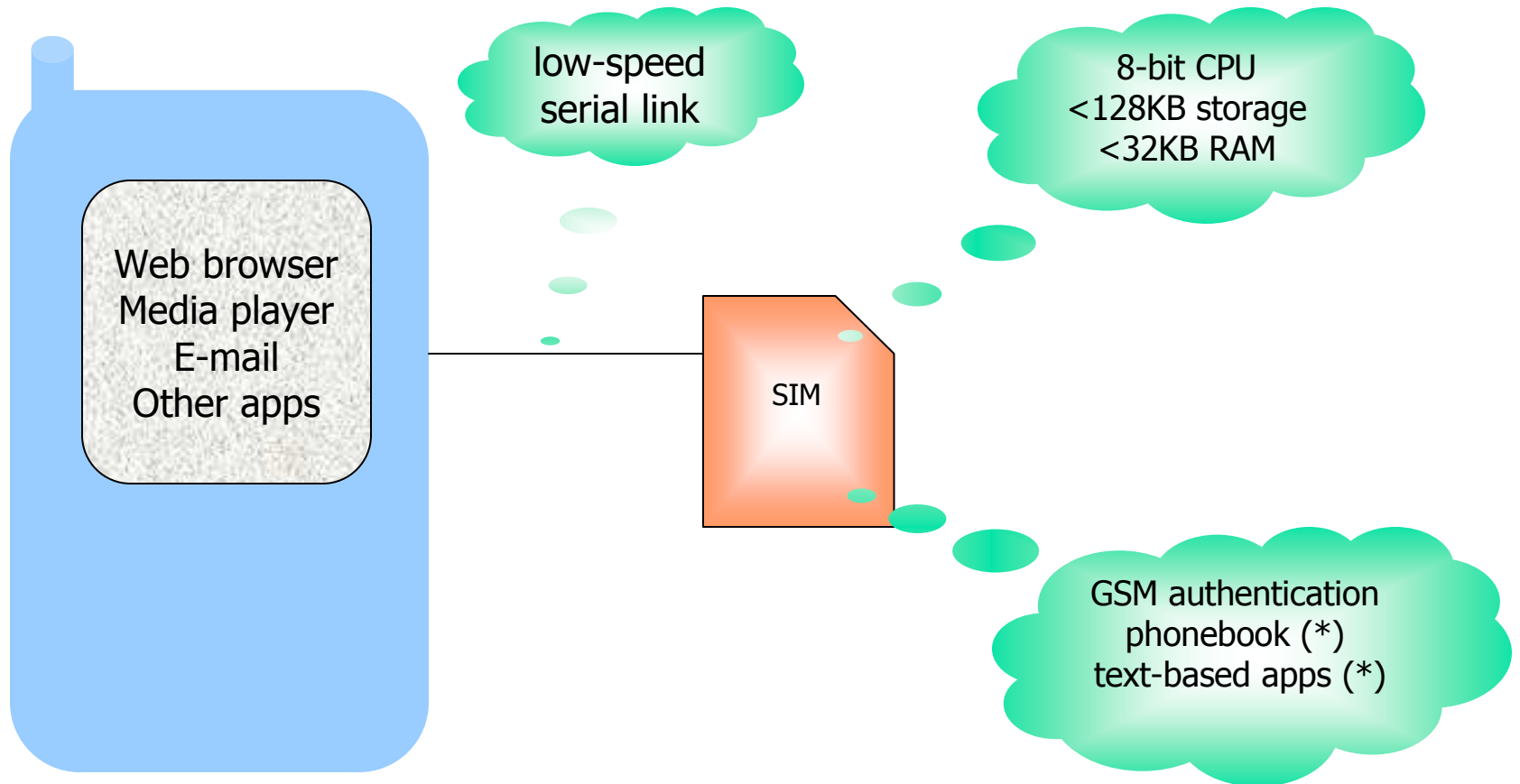
# What Can SmartSIM Do?



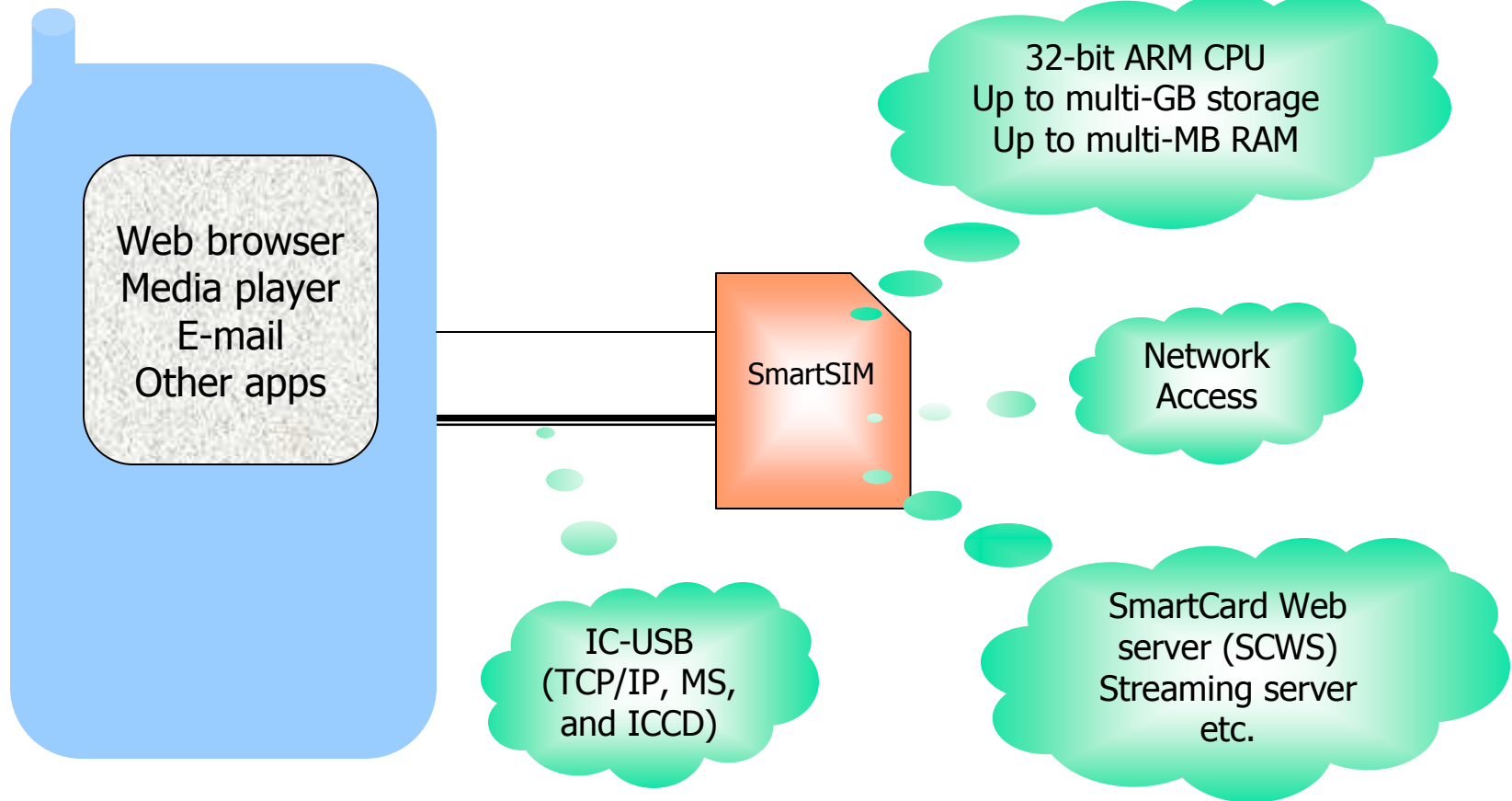
# Why and How?



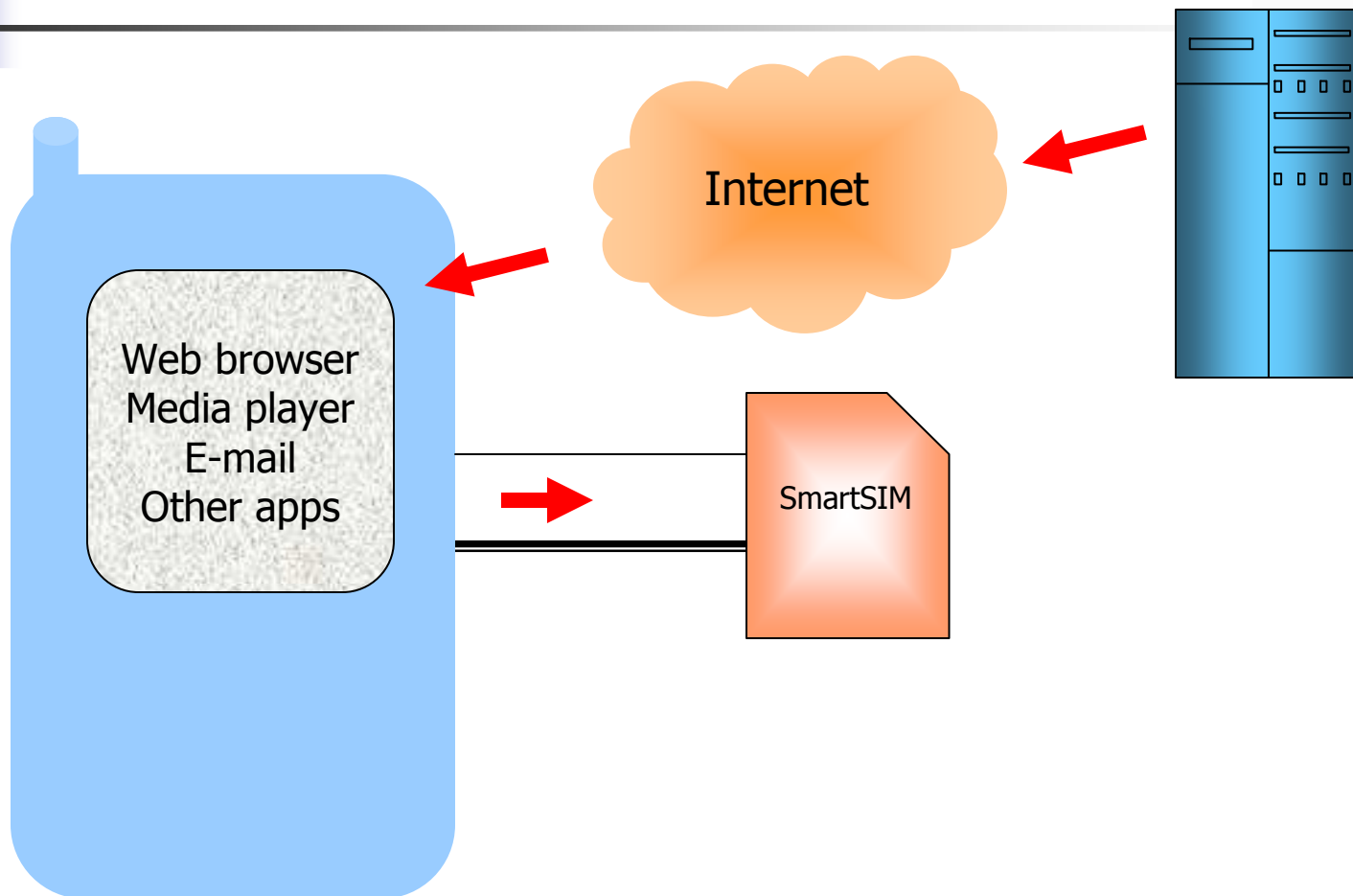
# Today's SIM



# Tomorrow's SmartSIM



# Tomorrow's SmartSIM



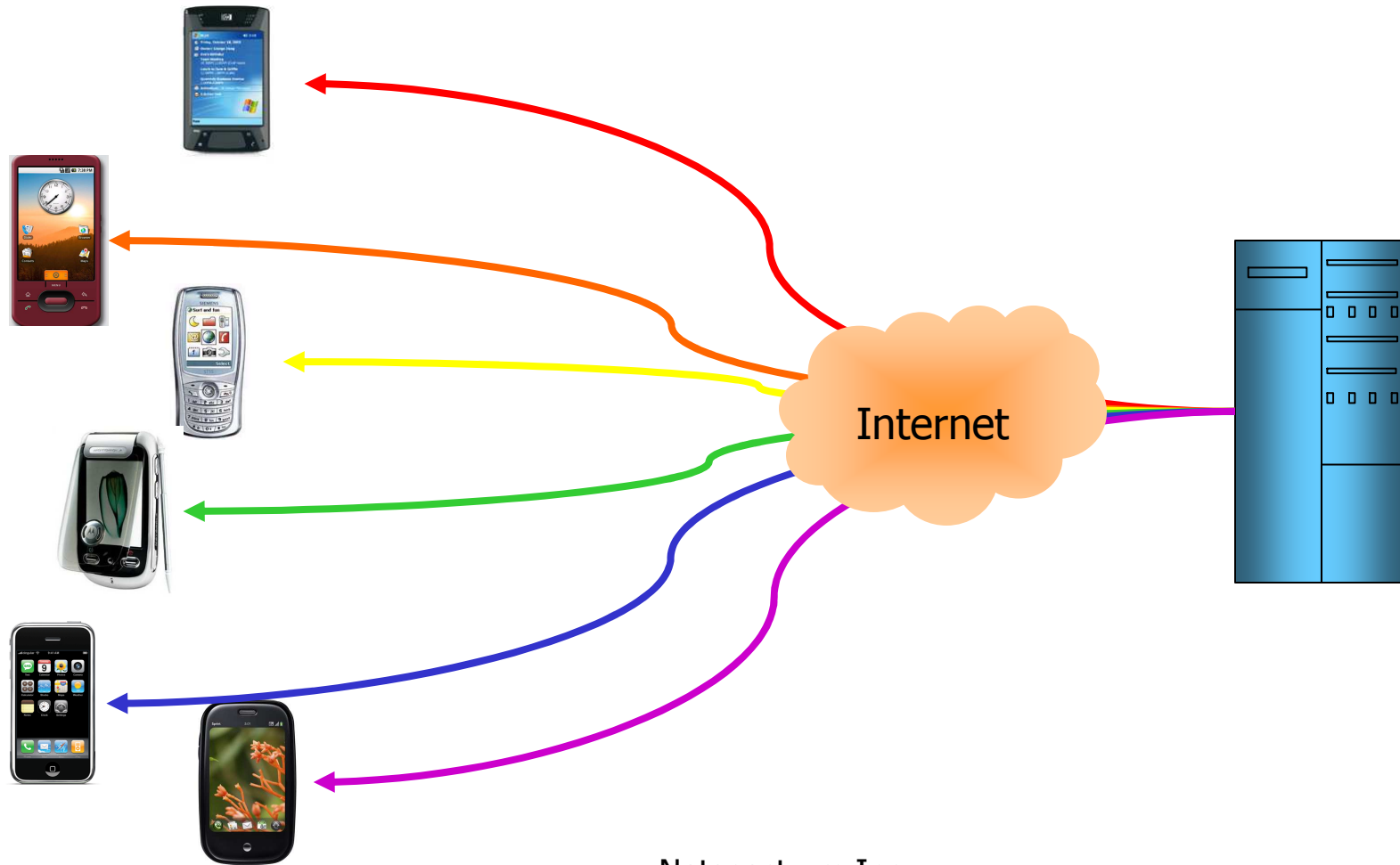


# Back to Why?

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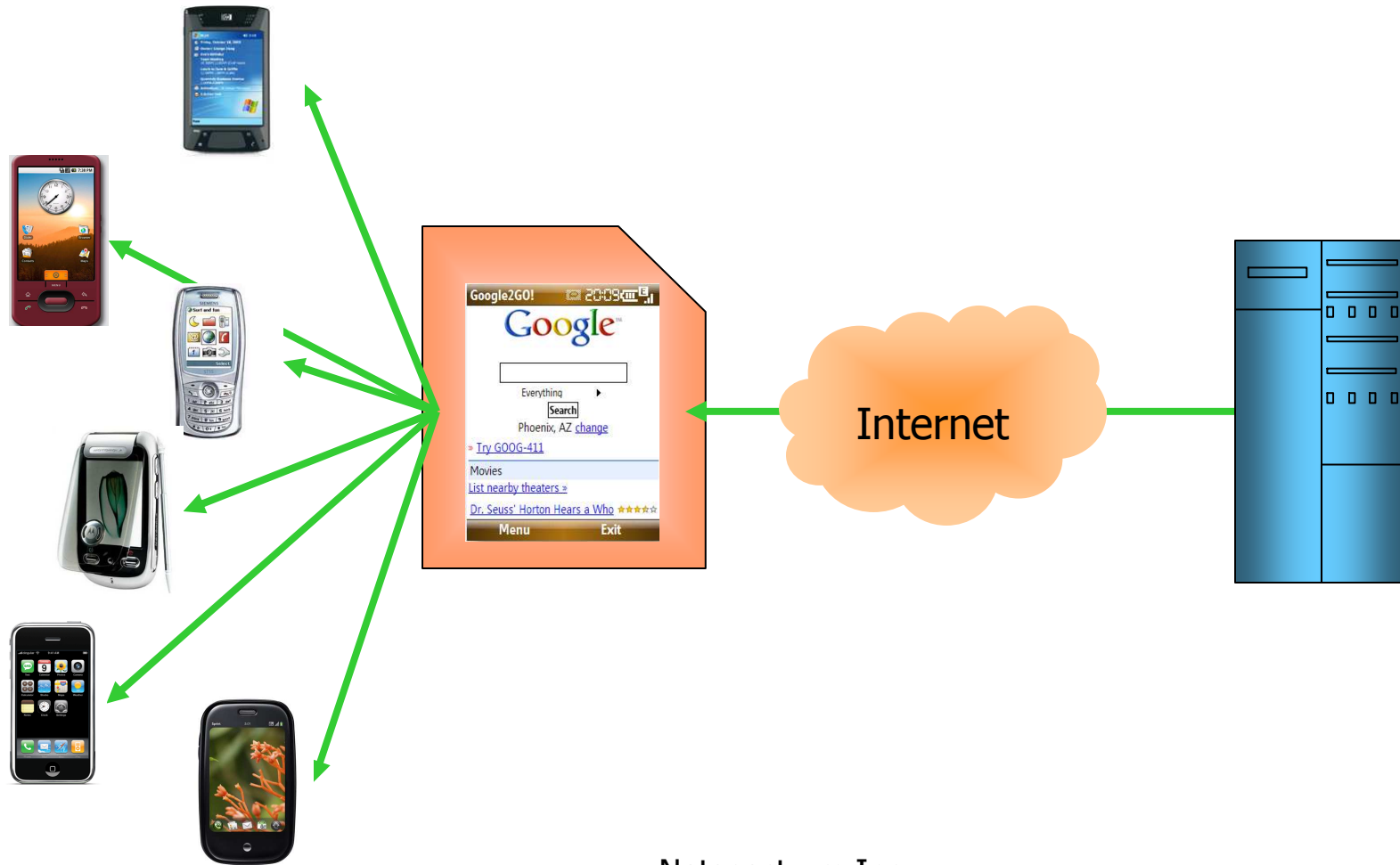


# Advantage over Native Applications



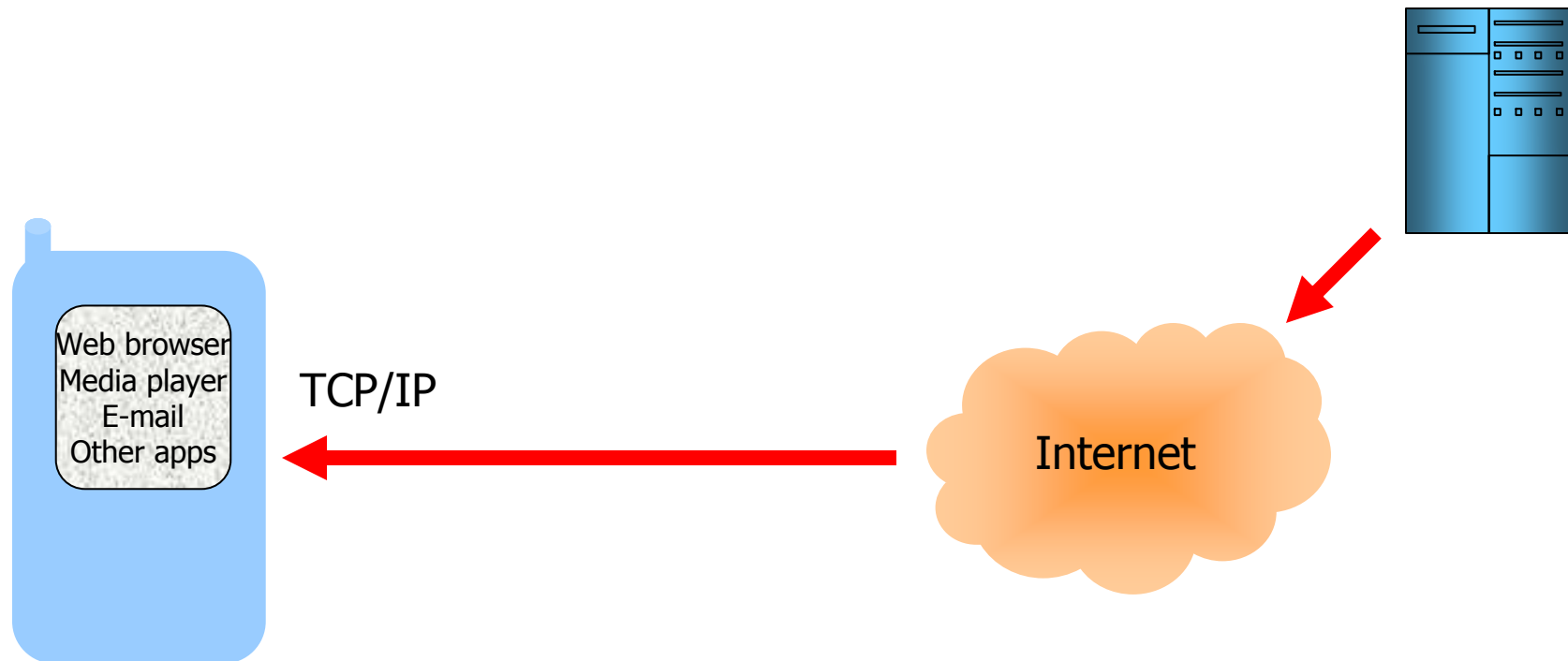
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# Advantage over Native Applications



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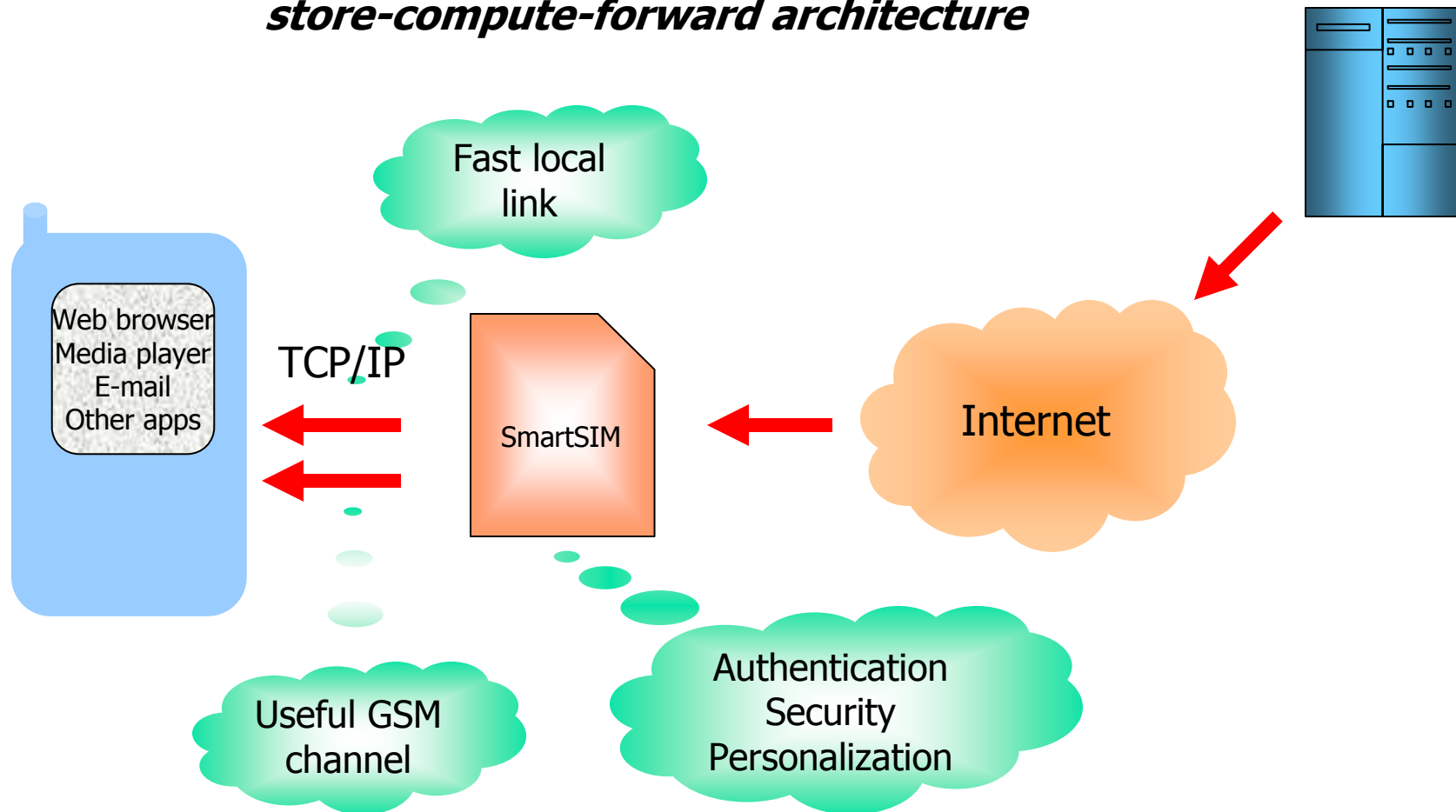
# Advantage over Internet Servers



# Advantage over Internet Servers



## *store-compute-forward architecture*



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# Benefits



- Lowered operator-specific effort
- Advanced services on low-cost phones

consumer

- Portable data & services
- Better user experience

handset  
vendor

SmartSIM

operator

- Value-adding data services (revenue)
- Easier to deploy on SIM (control)
- Advantages in technology (differentiation)

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# GSMA SmartSIM Consortium



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# Netspectrum – SmartSIM Software and Service Company



- *Promote and enable SmartSIM as a mobile service platform*
- *Enable, host, manage and provide SmartSIM-based applications and services*



# Today's Mission



- Look for funding
- Look for partners
  - Handset OEM/ODM
  - Mobile app/service developers
- Look for talents



# Questions?



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