



Sagem Orga Chooses TynTec for Over the Air (OTA) Configuration

SIM card manufacturer selects enterprise quality SMS operator for distribution of mission-critical phone updates via SMS

May 04, 2006 – London, UK - SIM card manufacturer Sagem Orga has selected enterprise quality SMS operator TynTec to provide its Over-The-Air (OTA) configuration service. Under the deal, TynTec will send Sagem Orga's phone configuration via SMS messages using its enterprise quality SMS platform.

OTA (Over-The-Air) configuration enables mobile network operators and wireless service providers to add new services to a customer's handset by using the wireless network instead of requiring the customer to bring the phone to a carrier's location for reprogramming. Special configuration SMS messages can be sent to a user's phone in order to activate subscriptions or services, personalise phones or programme new services. As mobile phones have become more advanced, OTA configuration has become increasingly important as new updates and services come on stream.

TynTec's OTA configuration service uses its proprietary SMS-C and network of operator partnerships to guarantee the timely delivery of configuration messages, and to ensure that OTA messages arrive seamlessly into multiple destination networks all over the world. Through partnerships with network operators such as Manx Telecom, Digicel Jamaica and Ålands Mobiltelefon, TynTec has multiple access points into the deep level mobile telecoms infrastructure (SS7), meaning that it can offer a new level of quality in SMS communications. By choosing TynTec to send its OTA configuration messages, Sagem Orga will be able to guarantee the arrival of such messages in a timely and reliable manner.

Michael Kowalzik, CEO of TynTec, said: "Our enterprise quality SMS means that Sagem Orga can relax in the knowledge that its OTA configuration messages will get to the end user reliably and speedily. Our enterprise quality SMS platform and SS7 connectivity means that we can offer a new level of quality in SMS communications – something that is hugely important when you're talking about vital messages such as OTA configurations."

Hans Thijssen, Global Partner Program Manager at Sagem Orga, said: "We've chosen TynTec to supply our OTA configuration messages because they are the only SMS provider who can offer guaranteed timely delivery of every message. Their approach of offering pure SS7 connectivity into its entire portfolio of roaming agreements means that every message is guaranteed to arrive and guaranteed to arrive on time."

OTA configuration is becoming increasingly popular and important as new services and functions come on stream. OTA configuration messages can make the difference between a service working or not so it's vitally important that every message we send gets there and gets there on time."

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About TynTec



TynTec (www.tyntec.biz) is an enterprise quality SMS operator for corporates. Through partnerships with network operators Manx Telecom, Digicel Jamaica and Ålands Mobiltelefon, TynTec has multiple access points into the deep level mobile telecoms infrastructure (SS7). This, combined with a proprietary SMS-C platform, allows TynTec to offer a new level of quality in SMS.

TynTec's enterprise quality SMS service offers a range of advantages over traditional 'consumer' SMS, making it suitable for mission critical corporate applications. The service offers a highly secure, rapid and reliable communication channel into more than 340 networks in 140 countries, with a single, direct path between sender and recipient. Additionally, companies can extract rich data from their SMS communications, such as delivery receipts and information on the status and location of the phone.

TynTec's access to the deep level mobile network infrastructure (SS7) also enables TynTec to act as an outsourced mobile data operator, providing managed services to MVNO's, MNO's and wireless service providers.

TynTec works with some of the world's leading companies such as British Airways, Accenture, Unilever and TNT who use TynTec's enterprise quality SMS products to facilitate internal and external corporate communications. Additionally, TynTec works with a wide range of SMS aggregators and resellers such as m-blox, Netsize, and Mobile365.

About Sagem Orga

Sagem Orga was founded in 2005 to bundle the smart card expertise of the French company Sagem Défense Sécurité with that of Germany-based ORGA Kartensysteme GmbH. This smart card expert offers its customers innovative, tailor-made system solutions built around the latest card technology, and it is one of the major players in the international smart card industry. Sagem Orga's portfolio includes hardware and software, consulting and services related to smart cards for the Telecommunications, Health, ID and Banking sectors.

Sagem and Orga maintains a global network of subsidiaries, joint ventures, branch offices and sales partners as well as state-of-the-art production sites in Germany, France, China, Brazil, Russia, India, and the U.S. The company employs more than 1,800 people worldwide.

Sagem Orga, subsidiary of Sagem Defense Securite, is a part of the international high-tech group SAFRAN. With 58,000 employees in more than 30 countries, SAFRAN generates annual sales of more than 10 billion euros.

www.sagem-orga.com