

"Mobile Chat" from Sagem Orga and ACL Wireless can now be installed as an interoperable Java Card™ application

Paris, CARTES & IDentification 2009 - Sagem Orga (Safran group), one of the leading smart card producers, and ACL Wireless, an expert in mobile communities applications, are continuing their successful collaboration on the SMS-based chat & messaging product "Mobile Chat" and making it easier for network operators to install it.

The Mobile Chat solution has now been implemented by 37 network operators in 24 countries and has proven a particularly great success in the Middle East, Africa, Southeast Asia and Latin America.

For instance, two network operators launched Mobile Chat in Oman by mid 2007, and by the end of October 2009 the service had generated more than 390 million SMS messages with an estimated annual revenue of 3.2 million US dollars. There are currently more than 410,000 registered users.

In Nigeria, four mobile operators launched the application between February 2008 and August 2009 and some 100 million chat SMSs have been sent up to now. The annual revenue generated by Mobile Chat there is put at 1.5 million US dollars with 1.4 million users in Nigeria having registered for the service in less than two years.

As part of its partnership with ACL Wireless, Sagem Orga developed the browser-based version of this solution into an interoperable Java Card™ application. This new option means that network operators are no longer forced to use a browser platform for Mobile Chat. It can now be installed on any standardized Java™ SIM card just like other applications.

Mobile phone users can create their own profile with the application, search for other mobile users on the basis of specific profile attributes, to make friends and chat with these users. A special feature is that end customers can communicate by SMS, without revealing their real names and phone number since they can chat using a nickname of their choice giving them the final say about whether or not to disclose their personal data. The user privacy is also taken care through features like chat invites which must be mutually accepted before users can start chatting.

Mobile operators can strengthen customer loyalty with Mobile Chat. At the same time, it results in higher volumes of SMSs and thus increased value creation for network operators.

There will be live demonstrations of the application at Sagem Orga's booth (K 001) in Hall 4 during the trade show.

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ACL Wireless Limited

ACL Wireless is a leading provider of mobile value added services. Headquartered in India it employs over 225 people and was founded in 2000. Focused on development of Innovative consumer-centric mobile applications over SMS, IVR & GPRS, the company specializes in Mobile Communities, Entertainment & Enterprise Services. ACL has over 35+ mobile operator customers across 24 countries and over 400 enterprise customers. ACL has offices spread across Delhi, Mumbai, Kolkata, Dubai and Nairobi.

www.acl-wireless.com

Sagem Orga

Sagem Orga is a global leader in the smart card industry. Its portfolio includes hardware, software, consulting and services, all focused on smart cards for the telecommunications, health, identification and banking sectors. As a subsidiary of Sagem Sécurité (Safran group), the world's No. 1 in identification, Sagem Orga offers comprehensive integrated solutions designed to secure the digital and mobile community. The company has a workforce of over 2,100 people around the world and production facilities incorporating the latest technology in Germany, Brazil, Russia, Mexico and India.

www.sagem-orga.com

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