Content Synchronisation

OBERTHUR TECHNOLOGIES

Content Synchronisation

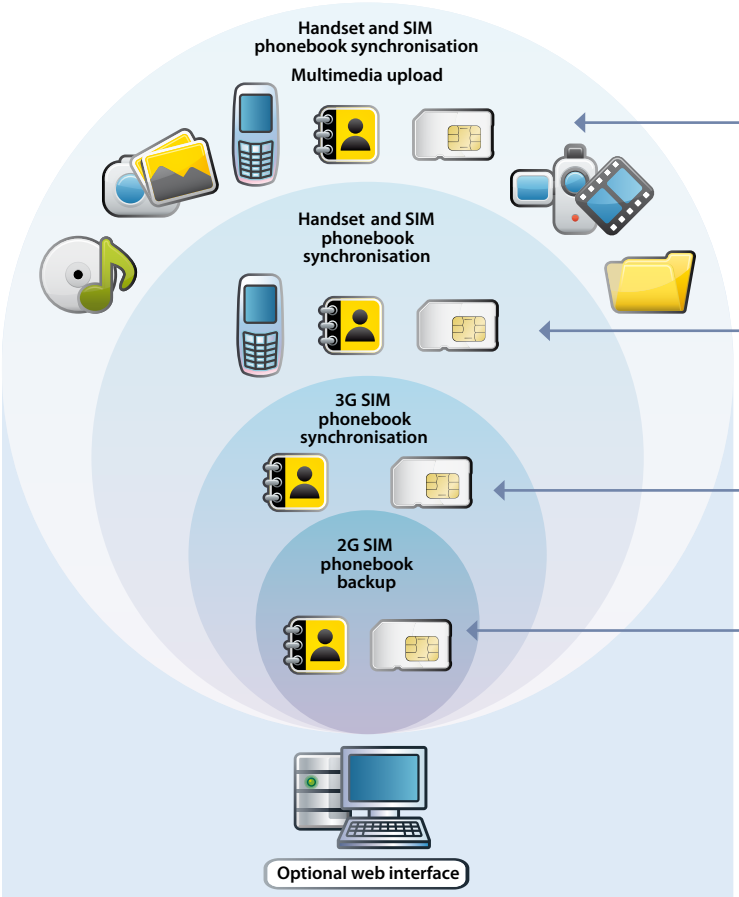
Save, synchronise and restore content from your SIM and handset

Increasing need for phonebook and content management

With mobile devices taking a growing share in social activity and multimedia entertainment, customers are more and more concerned about loosing their contacts, pictures, music and other personal contents when they need to change their handset or when it get lost. The need for synchronising and storing personal data in one safe place is becoming even more crucial as they are now spreading across multiple mobile devices (phones, tablets, netbooks, PC…).

A step-by-step approach covering all market needs

As the customer equipment base varies from one market to the other and is bound to evolve, Oberthur Technologies proposes a fully scalable Content Synchronisation solution. Allowing step by step upgrades, this solution offers mobile operators the flexibility to start with basic SIM back-up and then upgrade their back-up and synchronisation service scope to offer full phonebook and content management. It is composed of 4 service levels:



Advanced
Upload of multimedia content (video, photos, audio and files) thanks to a dedicated mobile application

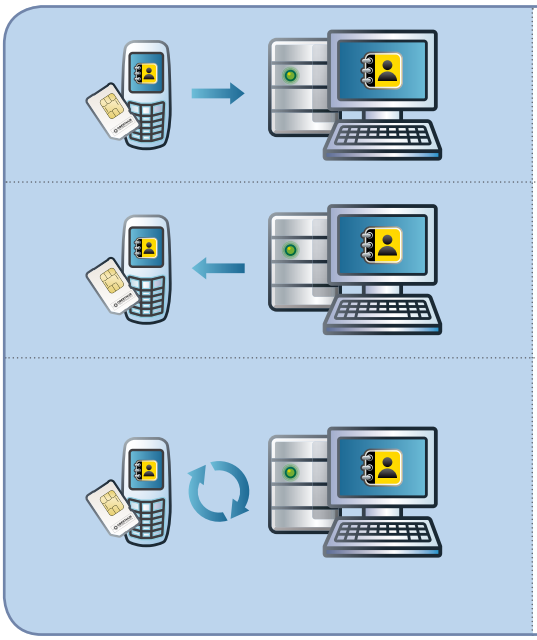
Genuine
Synchronisation of the 2G/3G SIM and handset phonebooks using native SyncML or mobile application

Essential
Synchronisation of 2G/3G SIM phonebook using either SMS or Bearer Independent Protocol

Nano
Backup of 2G SIM phonebook using SMS thanks to a light applet downloadable remotely

A solution to safeguard handset and SIM phonebooks

To ensure the end-user peace of mind in case of SIM or mobile change, loss, theft, and breakdown, the Content Synchronisation solution provides secure storage and fast transfer of SIM and handset phonebooks.



Back up

Back up full handset and SIM phonebooks on a secure server.

Restore

Restore the phonebook stored on a secure server in the handset and SIM.

Synchronise

Synchronise handset, SIM and server phonebooks, only updating modified contacts.

Automatically: every 3 changes, configurable
Scheduled: weekly or monthly
Manually: at any time, on request of the end-user

A solution to upload multimedia content

In addition to SIM and handset phonebook, the Content Synchronisation Advanced solution allows mobile subscribers to upload multimedia contents (video, photos, audio and files) on a secure server through a mobile application.

The user can simply choose what he wants to upload or setup an automatic upload. In addition the solution offers value-added features like data size warning, possibility to rename or move files...

A standard-compliant and easy to deploy solution

Oberthur Technologies' Content Synchronisation solution is fully compliant with SyncML standards and is also compatible with the widest range of devices (from low-end phones to smartphones). It allows on the fly provisioning in order the service to be configured automatically as soon as the SIM is connected to the network.

It can be deployed as a stand-alone solution or alongside existing platforms, integrated in-house or operated from Oberthur Technologies' data centres, relying on our unique and complete Managed Services offer. In all cases it will easily interconnect with the operator's billing system.

The essential tools to build trust and customer satisfaction

Storing subscribers' personal content and allowing them to back up and restore their phonebooks is a good way to gain subscribers' loyalty. Indeed, by proposing a differentiating and convenient service directly from the mobile or through a simple web interface, the mobile operator is strengthening customer satisfaction. Besides, preventing him against loss of revenues, it may also provide him with a new source of revenues as a monthly fee can be charged for the service.

The Content Synchronisation solution is fully customisable with the operator brand. Its billing and self-care web interfaces can be adapted to each operator´s needs. The mobile operator can leverage the Content Synchronisation interface to encourage users to visit his website and consequently increase direct promotion. In addition, the Content Synchronisation solution business intelligence functionalities help keep track of service usage to better push some services and introduce new functionalities.

Oberthur Technologies has a unique experience to provide Content Synchronisation

10 years' OTA platform supply experience	• 65 references worldwide • Global OTA product range • Latest technologies such as BIP and OTA platform upgrade for NFC
A solution development expert	• Software development expert in UNIX, C, C++ and Java environments • Deployment of turnkey solutions
An international SIM card vendor	• Technology trusted by more than 250 mobile operators • One of two industry leaders worldwide • Latest technologies already available
An innovation-oriented partner	• Best partner to offer 'NFC Now', a complete NFC suite combining payment, transport and loyalty services • Expert in Smart Authentication, Mobile Money and Secure Application Suite
An application specialist	• Full suite of certified payment applets (Visa payWave and qVSDC, MasterCard PayPass, CUP qPBOC, Amex ExpressPay, JCB J/Speedy) • Full suite of certified transport applets (MIFARE, Calypso …) • Full suite of user interfaces (mobile applications, midlets, Smart Card Web Server…)
A leader in secured personalisation	• Trusted partner for hosting sensitive information • More than 20 years' experience in personalisation • Unique global tool for all kinds of personalisation of all smart card products
A managed services expert	• Solutions operated from Oberthur Technologies' data centres • High availability service and 24/7 support and maintenance • Secured and certified environment
Global and local support capabilities	• Over 5,700 employees worldwide • Over 30 service centres covering 5 continents • More than 770 million smart cards personalised per year

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Oberthur Technologies respects the environment.
The number of printed brochures produced by the company has been significantly reduced to save paper.
Printed documents are produced on FSC-certified paper using aqueous inks to reduce environmental impact.
Datasheets are available in electronic format only.

Oberthur Technologies is certified ISO 9001: 2008

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