

OPERATIONAL DESCRIPTION

1.1. Product description of the MySIM COPIER 3G



GEMPLUS™

GEM Connect MySIMcopier

3G ready

Making SIM renewal and 3G migration a seamless process for your customers

One of the main concerns for a subscriber when changing SIM is the loss of personal data (phone books, messages) stored in the old card. Operators need to provide their customers with new tools and services that facilitate the migration from one SIM card to another, with no data loss, and thus ensuring continuity of services.

SIMple
Easy-to-use and stand-alone, MySIMcopier is a SIM card reader that enables the subscriber to personally copy phone book data and messages from the old SIM to the new one. Small and lightweight, MySIMcopier and its user guide can be sent by post, along with the new SIM, directly to the end-user or available at Point of Sales to attract new customers.

MySIMcopier design received a high score of 7.2 out of 10*

Stylish, open to customization
An original, but functional design, this reader will please your customers. A small drawer at the back (with two locations marked old & new) is for the insertion of the two SIMs and makes MySIMcopier easy-to-use.

As it is easily customizable (logos, special colors for large volumes, etc.), MySIMcopier can integrate your brand in order to reinforce a coherent and constant image.

No loss of revenue
The phonebook is a driver of calls. When swapping to a new SIM card, if the phonebook is not copied across, there is a clear drop of voice revenues for the operator in the following weeks. Thanks to the phonebook copy function, MySIMcopier ensures there is no more loss of revenues.

The new "3G ready" version – Facilitating 3G migration
The SIM card reader is available in two versions for two different needs:

- **MySIMcopier**, to smooth SIM renewal towards high-end cards,
- **MySIMcopier 3G**, the new version, to facilitate migration to 3G.

MySIMcopier has been a successful product sold these last two years to over 40 key operators. MySIMcopier 3G allows the subscriber to copy the full 3G phonebook data & messages from one SIM to another. Thus, when swapping to a USIM card with MySIMcopier 3G, operators ensure the continuity of service from 2G to 3G, which is a mandatory service level.

SIMigration Pack, a complete logistics solution
Sent directly to the end-user alongside the new card, Gemplus offers a complete logistics service for SIM renewal by managing the campaign from the card personalization process and customer data matching to end-user delivery. This smooth end-to-end process guarantees a high acceptance rate of the new SIM.

Having to re-enter their phonebook was seen as a barrier to SIM migration by 75% but with a device that copies across personal data, 84% would be prepared to move to a new SIM to benefit from new services*.

SIM Back-Up Pack
Bundled with a back-up SIM card, MySIMcopier enables the end-user to keep a safe copy of their phone book and messages in case of loss, breakage or theft of their mobile phone. This pack may be sold in a phone shop as a standalone offer, as an insurance offer (in case of loss or theft), or used to encourage customer loyalty as a free gift.

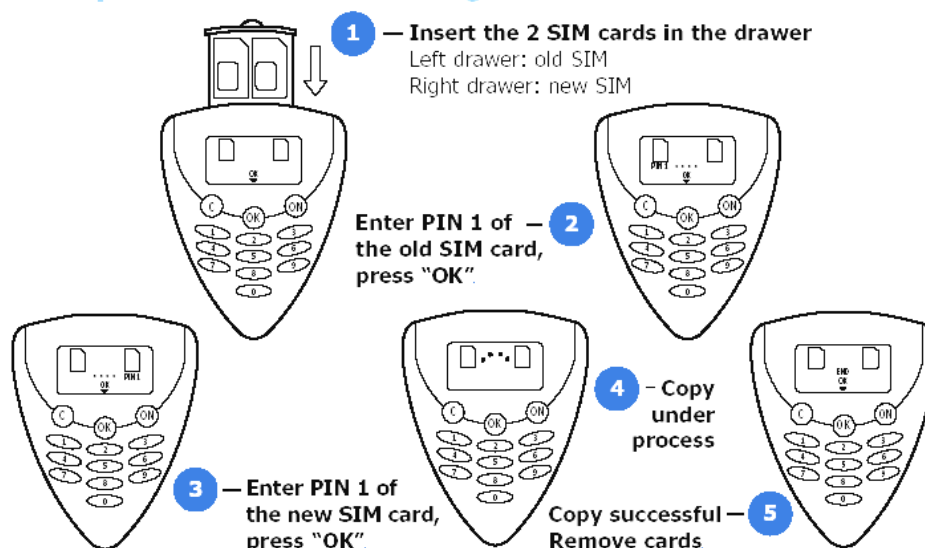
* Figures extracted from Taylor Nelson Sofres studies January 2003 and 2004
Face-to-face interviews with end-users, across Europe.

www.gemplus.com


GEM Connect
MySIMcopier

 Available at <http://store.gemplus.com>


A seamless process for your end-users - copying 3G phone books and messages from one SIM to another



Key features

MySIMcopier	New! MySIMcopier 3G
- Copies the 2G phonebook (ADN and EXT1) and SMS from any 2G SIM card to any 2G SIM card - Works with all SIM cards fully compliant with the GSM11.11 norm and GSM11.12 - Options: - Lock of the destination SIM on one operator or a set of operator networks - ADN internationalization during the copy - Several ADN copy options	Copies the whole 3G phonebook (ADN and EXT1, Group file GRP, Second Name SNE, EMAIL, Additional Alpha String AAS, Additional Number ANR, GAS, IAP(*), PBC, CCP1, UID, PSC, CC, PUID) and messages - Manages several ADNs and all the files linked to these ADNs - Works with all (U)SIM cards (2G, 2G/3G and 3G cards) fully compliant with the 2G or 3G standards - Options: - Lock of the destination (U)SIM on one operator or a set of operator networks - ADN (& ANR) internationalization during the copy
Length: 82 mm / Width : 65 mm / Thickness : 13 mm / Approximate weight: 39.9 g Large LCD display: 29 X 14 mm with icons (36 symbols) to help the end-user carry out Keyboard of 13 keys (10 figures + 3 other keys) to enter PIN codes Drawer at the back to enter the 2 SIM cards (with 2 location marked old & new) Autonomy thanks to 3 LR44 batteries that can be replaced	

(*) The IAP file is not copied but generated during the copy of the index linked files.

MySIMcopier Customer References


 UK, Italy, Australia,
 Hong Kong


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1.2. Related Submittal(s) / Grant(s)

All host equipment used in the test configuration are FCC granted, when relevant.

1.3. Tested System Details

The FCC IDs for all equipment, plus description of all cables used in the tested system are:

Trade Mark – Model Number (Serial number)	FCC ID	Description	Cable description
MySIM COPIER 3G * (sn: none)	MESMSC3G	Smart card (SIM) copier	No cable
2x GEMPLUS SIM cards (sn: none)	None	SIM cards	

*: Equipment under test

1.4. Test Methodology

Radiated testing was performed according to the procedures in ANSI C63.4-2003, FCC Part 15 Subpart B.

Radiated testing was performed at an antenna to EUT distance of 10 meters. Equipment was tested on three orthogonal axes. (Portable equipment)

No conducted testing was performed on the equipment.

1.5. Test facility

Tests have been performed on February 28th, 2005.

The test facility used to collect all the test data is the SMEE **Actions Mesures** facility, located ZI des Blanchisseries, 38500 VOIRON, France.

This test facility has been fully described in a report and accepted by FCC as compliant with the radiated and AC line conducted test site criteria in ANSI C63.4-2000 in a letter dated July 19, 2002 (registration number 94821).

This test facility has also been accredited by COFRAC (French accreditation authority for European union test lab accreditation organization) according to NF EN ISO/IEC 17025, accreditation number 1-0844 as compliant with test site criteria and competence in 47 CFR Part 15/ANSI C63.4 and EN55022/CISPR22 norms for 89/336/EEC European EMC Directive application. All pertinent data for this test facility remains unchanged.