

Macheen and Gemalto offer global connectivity solution to expand the mobile broadband market

Mobile World Congress, February 25, 2013 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, and Macheen, a leading mobile cloud applications service provider for connected devices, have deployed a new solution for mobile broadband device makers to provide right-sized global connectivity to their customers, wherever they are, from the first time they turn on their device. Using Gemalto's *LinqUs™ Subscription Manager*, Macheen offers Lenovo tablet and laptop users the opportunity to immediately purchase a data plan that suits their requirement for anytime, anywhere Internet access. Working in partnership with mobile network operators Three Group in the UK, and KPN in Germany, the secure and highly reliable solution enables customers to dynamically manage mobile broadband subscriptions. Gemalto and Macheen are extending computing connectivity far beyond the limits of Wi-Fi networks and this represents an opportunity for mobile network operators to enter a rapidly expanding sector that is hungry for comprehensive, high speed Internet access.

Macheen's mobile cloud service integrates Gemalto's *LinqUs Subscription Manager* and embedded UICC to provide Lenovo with remote personalization capabilities. The card is inserted into any Lenovo mobile broadband enabled ThinkPad tablet and laptop devices at the time of production and can be personalized at a later stage, simplifying supply chain management and global deployments. A local active subscription is downloaded securely and automatically the first time the device is used and regardless of where the customer is located, they can immediately benefit from the local tariff offered by Macheen partners best suited to their usage, even if they have not yet purchased mobile connectivity. Philippe Vallée, Executive Vice President of Gemalto adds: *"the partnership with Macheen enables us to offer a complete dynamic subscription management solution for wireless carriers and device makers which simplifies global logistics. The new solution delivers quick, simple and cost effective offers to dramatically increase adoption of mobile data services by users of tablets, laptops, and many other connected devices."*

With Pinpoint Services, end-users get always-on access to just the sites and applications they need. They can also buy non-contract time passes for full Internet access. These connectivity offers, and a host of new business models provided by Macheen, become a key differentiator in the highly competitive market for laptops and tablets. Richard Schwartz, President and CEO of Macheen adds: *"people just expect the connection to the cloud to be there. We've worked to deliver a new solution in a carrier friendly way that breaks through what have been abysmally low adoption rates for connected devices beyond the phone. Everyone benefits – the device makers, the carriers and of course, the users"*. Lynda Burton, Director of Wholesale at 3UK adds *"we're thrilled to work with Macheen. They have an innovative solution that solves a key industry problem to grow the pie and increase the number of network-connected devices"*.

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2011 annual revenues of €2 billion and more than 10,000 employees operating out of 74 offices and 14 Research & Development centers, located in 43 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable machine-to-machine (M2M) applications.

Gemalto develops secure embedded software and secure products which we design and personalize. Our platforms and services manage these secure products, the confidential data they contain and the trusted end-user services they enable. Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals.

Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

For more information visit www.gemalto.com, www.justaskgemalto.com, blog.gemalto.com, or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

Gemalto Media Contacts:

Peggy Edoire
Europe, Middle East & Africa
+33 4 42 36 45 40
peggy.edoire@gemalto.com

Nicole Smith
North America
+1 512 758 8921
nicole.smith@gemalto.com

Yvonne Lim
Asia Pacific
+65 6317 3730
yvonne.lim@gemalto.com

Ernesto Haikewitsch
Latin America
+55 11 51 05 92 20
ernesto.haikewitsch@gemalto.com

About Macheen

Macheen Inc. is a global application service provider for connected devices and services. It offers a comprehensive white label solution for major OEMs, global resellers and application providers to roll out branded “service included” devices and offers. Its flexible cloud-based platform enables innovative mobile business models and connected service offerings that can be tailored to individual device and market segments. Macheen is unique in providing a flexible platform for new mobile broadband subscription models for bundled access, sponsored content and fine-grained subscriptions. Macheen delivers breakthrough value by significantly increasing adoption rates and market penetration of connected CE devices and cloud services. Headquartered in Austin, Texas, Macheen is a global corporation with services active in multiple continents, with wholly owned subsidiaries Macheen GmbH and Macheen Ltd.