

## **Gemalto launches private file storage and sharing app for mobile operators**

**Amsterdam, April 9, 2013** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, has extended its portfolio of end-user cloud services solutions for mobile network operators with an innovative private file storage and sharing application. [LinqUs CloudnShare](#) offers mobile network operators a fast-track to launch their own fully branded and secure OTT (Over-The-Top) application, or complement their existing cloud backup services in the fast-developing personal cloud market.

A recent Gemalto end-user survey highlights the untapped demand for mobile operator branded secure Personal Cloud services and reveals that 80% of mobile users would use cloud-based data backup & sharing services if offered by their mobile network operator. With LinqUs CloudnShare, mobile operators can quickly realize the potential of the personal cloud market and deliver more choice with higher service quality within a secure environment for customers' personal data. LinqUs CloudnShare contributes to positioning operators at the forefront of a high profile online consumer market.

Accessed direct from either a mobile phone or PC, Gemalto's sharing application is unique in giving users the opportunity not only to store files and share them directly with any phonebook contact, but also to post and exchange comments. Users sign up to the service by simply entering their mobile number and a password, and can start sharing files and messages with any of their mobile contacts regardless of their operator. The app leverages the user's phonebook, so file sharing can begin immediately, just by clicking on a chosen contact's name. The result is a highly viral service, inviting new users to join in via standard SMS text.

*"This new addition to the Gemalto personal cloud service portfolio provides operators with a ready-made path to market with their own branded product,"* commented Jean-François Schreiber, Senior Vice President of Telecommunications Solutions and Services at Gemalto. *"Inherently viral, the CloudnShare application allows operators to leverage their key competitive assets, particularly by using the mobile number as an ID, to strengthen relationships with existing customers and raise brand awareness with a wider audience than their own subscriber base."*

Gemalto will be presenting LinqUs CloudnShare at [Telco Cloud World Forum](#) next 15-17 April in London.

### **Editor's note**

Gemalto's survey, '[Consumer insights into cloud storage, back-up and sharing of personal content](#)', conducted between June and mid-July 2012.

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security with 2012 annual revenues of €2.2 billion and more than 10,000 employees operating out of 83 offices and 13 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](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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