

## **Gemalto powered “Audi connect” LTE infotainment system wins 2014 Connected World Award**

**Mobile World Congress, Barcelona, February 25, 2014**— Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces its customer Audi has won a prestigious 2014 Connected World Award for its Gemalto enabled 4G infotainment system. The award highlights Gemalto's automotive-grade LTE Machine-to-Machine (M2M) connectivity solution, enabling Audi's first-to-market 4G infotainment systems. Gemalto's Cinterion® Automotive LTE technology delivers high-speed, low latency wireless connectivity for enhanced “Audi connect®” services including mobile Wi-Fi hotspot, Internet radio, Web services and an improved 3D navigation system.

With Audi connect powered by Gemalto technology, drivers and passengers can now enjoy simultaneous voice and 4G data services, advanced navigation with precise 3D imagery streamed to the vehicle. Connectivity is optimized to leverage high-speed LTE/4G networks first, seamlessly handing off to 3G networks when necessary and enabling peak data rates comparable to advanced home and office Internet services.

*“Gemalto's automotive M2M expertise has helped Audi deliver next-generation services to our discerning drivers and take the lead in innovation of the “connected car,””* said Ricky Hudi, Chief Executive Engineer of Electrics/Electronics, AUDI AG. *“Gemalto's scalable automotive M2M solution allows us to seamlessly migrate from 3G to LTE, delivering a faster, more dynamic experience for our drivers.”*

*“The reliability of Gemalto's 4G technology coupled with our ongoing innovation for the Automotive Industry paves the way for these and future programs such as Advanced Driver Assistance Services,”* said Lars Thyroff, Head of Automotive for Gemalto. *“The close collaboration between technology partners, carriers and leading auto makers like Audi is the driving force behind successful, innovative deployments like the “Audi connect” solution.”*

*“The 2014 Connected World award winners represent a combination of large and small companies and a range of industries and applications. These winners came from areas of energy and healthcare, as well as building automation and retail. Solutions were implemented for GPS, car sharing, and even concrete-management systems,”* says Peggy Smedley, editorial director, Connected World magazine. *“This is a testament to the growth of the vertical markets and acceptance of the technology within those various segments.”*

## 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. We develop secure embedded software and secure products which we design and personalize. Our platforms and services manage these products, the confidential data they contain and the trusted end-user services made possible.

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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