

Gemalto Mobile Identity solution enables mobile operators to offer secure and easy access to online services

Mobile Asia Expo, Shanghai, June 11, 2014 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that its [LinqUs Mobile ID platform](#), compliant with the guidelines set by the *GSMA Mobile Connect* initiative, is now available for commercial launch. The solution allows mobile operators to offer all subscribers an unprecedented, single means of authentication to online services using any mobile phone. By removing lengthy registration processes and password fatigue as sources of frustration, delay and vulnerability for billions of consumers, the online connection experience - that does not compromise on security - is now as simple and straightforward as tapping the 'OK' button displayed on the handset, or entering a unique personal code.

Also available in Software-as-a-Service mode from Gemalto's *Allynis Services*, the Mobile ID solution encompasses three feature-offers that address all levels of assurance defined by the GSMA to flexibly comply with the use cases encountered by most online service providers: simple login for consumer and e-merchant websites, strong authentication and transaction validation for enterprises and banks, and legally binding digital signatures for eGovernment applications. With this improved authentication process that is readily available for all levels of security required, online service providers can develop new revenue streams and make significant savings by boosting conversion rates, reducing fraud and streamlining their business structures.

Gemalto's *LinqUs Mobile ID* features work on any handset via software applications embedded in the SIM card that can be instantly deployed over-the-air throughout a mobile operator's existing user base, and are further secured via a dedicated authentication server. Mobile network operators can further enhance the infrastructure for their consumer and business clients, by leveraging Gemalto's *Allynis SaaS* mode for the fastest possible time-to-market whilst avoiding upfront investment costs.

"The increasing need for digital identity management is giving operators the opportunity to become ID providers, leveraging their key assets: strength of their brand, existing enterprise business customers, handset qualification process and the ability to reach the highest security levels with the SIMs they supply to all mobile subscribers," said Tan Teck-Lee, Executive Vice-President Platforms & Services at Gemalto. *"Strong mobile authentication exemplifies another compelling use case of the unique security and versatility we offer to our customers by building client-server trust infrastructures easily available to billions of handsets of all generations".*

Meet Gemalto and discover our LinqUs Mobile ID solutions at [Mobile Asia Expo](#) – Stand N2.B80.

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2013 annual revenues of €2.4 billion and more than 12,000 employees operating out of 85 offices and 25 research and software development centers, located in 44 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, 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 Williams
North America
+1 512 758 8921
nicole.williams@gemalto.com

Pierre Lelievre
Asia Pacific
+65 6317 3802
pierre.lelievre@gemalto.com

Ernesto Haikewitsch
Latin America
+55 11 5105 9220
ernesto.haikewitsch@gemalto.com