

## At Mobile World Congress 2015, Gemalto brings trust into new digital lifestyles

**Amsterdam, February 26, 2015** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, demonstrates at [Mobile World Congress](#) (Hall 5 Stand 5A80) how its [Mobile Trust Net](#) portfolio translates the core principles of trust and security into effective and convenient solutions used by billions of people. Gemalto's offers, now further reinforced by the integration of SafeNet<sup>1</sup>, position the company at the forefront of securing digital value added applications, services and data, from the core of the network to its furthest edge.

Increasingly smarter devices are being connected and used by more people to access a rich array of mobile services. Gemalto will be showcasing its solutions for operators, banks, enterprises, OEMs and brands to build trusted digital lives through mCommerce and NFC, Mobile ID and Security, and the Internet of Things.

Guests to the Gemalto stand at Mobile World Congress will experience:

In **mCommerce and NFC**, the *Trusted Service Hub* (TSH) offers a single, seamless point of entry into the burgeoning market for mobile contactless services. Operators, device manufacturers, banks and other service providers are empowered to reach the broadest user base, with tailored security. For mobile marketers, Gemalto is pioneering highly relevant, interactive, location-based personalized messaging, delivered precisely when and where it will have the most impact. Customer engagement is taken to new levels and operators can successfully monetize their databases and attract brands without compromising subscriber privacy.

Highlights in **Mobile ID and Security** include the SafeNet range of solutions for infrastructure-free enterprise authentication, and securing and segregating data in multi-tenant, virtual cloud environments. Visitors can also witness the convenience of universal and simple authentication and identification straight from a mobile; access to sophisticated online services across the private and public sectors becomes an anytime, anywhere experience.

At Gemalto, **Internet of Things** is more than a buzzword – it's a wide portfolio of proven products and solutions making instant connectivity a reality. The stand highlights real-life consumer electronics applications, such as the Limmex Emergency Watch, that are benefiting from the unrivaled manufacturing efficiency of instant, post-deployment, On-Demand Connectivity subscription management. In M2M, Gemalto's combination of embedded hardware and data management building blocks are shown enabling track and trace capability to optimize fleet management and improve the end-consumer experience.

Meet Gemalto and discover some of our major solutions to build trusted digital lives at this year's Mobile World Congress – Hall 5 Stand 5A80, for more information visit

[http://www.gemalto.com/mobile\\_world\\_congress/](http://www.gemalto.com/mobile_world_congress/)

<sup>1</sup> Gemalto's Investor Relations team will hold a dedicated session that will also be accessible via webcast to introduce SafeNet to investors on March 2, 2015, at 2pm. More details available at <http://www.gemalto.com/investors>

## 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](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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