



## **Cellular One of Amarillo Chooses Axalto Device Management Solution and SIM Cards to Reduce Costs, Add to Subscriber Convenience**

**AUSTIN, TX, February 1, 2006** – Cellular One of Amarillo, Texas has chosen Axalto to provide Subscriber Identity Module (SIM) cards and managed services for its mobile network. With its managed services, Axalto designed, implemented and now operates systems that provide over-the-air (OTA) SIM and device management for Cellular One. This approach gives subscribers access to the latest applications and services while greatly reducing costs and complexity for Cellular One.

One important capability of the Axalto system is device management. “As handsets become more complex, it is more difficult for mobile providers to make sure each one is properly configured. Deploying a device management system that allows over the air updates is critical to giving our subscribers a first-rate experience with our network,” said Danny McWhorter, vice president and general manager of Cellular One of Amarillo. “With Axalto’s system, we instantly know when a subscriber changes his handset. We can then automatically configure it so that all of our services can be utilized to their full potential. This improves customer satisfaction, reduces expensive customer care costs and prevents revenue loss from unusable services.”

Axalto’s managed services meet the growing demand from mobile providers for a complete and flexible outsourcing solution. It allows operators like Cellular One to focus on its core business – providing mobile services – while remaining highly competitive and saving money. Instead of investing in complex systems or expensive in-house teams, Axalto hosts Cellular One’s platform on Axalto servers located in a state-of-the-art facility. Cellular One is able to provide SIM and device updates seamlessly over the air and activate new services for subscribers. Further, Cellular One is able to configure any new handset for WAP, GPRS, email or MMS settings instantly and remotely. These features save time for the subscriber and add to Cellular One’s cost savings by as much as 60% through reduced customer care calls.

Axalto is also providing SIM cards to replace all of Cellular One’s currently deployed cards. A SIM card is a tiny, highly secure computer in a phone that is personalized with unique information that identifies the subscriber to the network. Axalto’s SIM cards can also store hundreds of personal phone numbers, text messages and value-added services. Cellular One has chosen SIM cards based on Java™ technology that is noted for its open programming standards, and is designed to support innovative applications.

“Axalto’s mobile solution allows Cellular One to compete with the larger nationwide networks. They can cost-effectively offer each subscriber a full set of personalized applications and services – all managed by Axalto. This approach will improve the users’ experience thus increasing their loyalty,” said Dale Sperrazza, vice president, mobile communications for Axalto North America.

**About Cellular One of Amarillo**

Cellular One of Amarillo is a leading cellular provider based in Amarillo, Texas. The first company to bring analog cellular to Amarillo eighteen years ago; Cellular One continues to offer the latest in wireless technology. Cellular One of Amarillo provides superior customer service and superior coverage to subscribers in the Amarillo market. For more information about Cellular One of Amarillo please visit our website at <http://www.cell1amarillo.com>.

**About Axalto**

Axalto (EURONEXT:AXL) and (EURONEXT:NL0000400653) is the world's leading provider (Gartner 2005, Frost & Sullivan 2004) of microprocessor cards - the key to digital networks - and a major supplier of point-of-sale terminals. Its 4,500 employees, from over 60 nationalities, serve customers in more than 100 countries, with worldwide sales reaching over 3 billion smart cards to date. With 25 years of experience in smart card innovation, the company leads its industry in security technology and open systems.

Axalto creates new generations of products for use in a variety of applications in the telecommunications, finance, retail, transport, entertainment, healthcare, personal identification, information technology and public sector markets. Microprocessor cards provide convenience, security and privacy to public and private services operators, their customers and end users. For more information, please visit [www.axalto.com](http://www.axalto.com).

**Contact:**

Deb Montner  
Montner & Associates  
203-226-9290  
[dmontner@montner.com](mailto:dmontner@montner.com)

###