



mAutomotive



A New Remotely Provisionable SIM for the Connected Device Market Enabling over the air remote management of embedded SIMs

Introducing the new Remotely Provisionable SIM

All parties in the machine to machine (M2M) ecosystem will struggle if we remain solely dependent upon the traditional SIM card, which is limited to only associating with one network operator. This is because changing SIM cards is problematical for many business-to-business customers. Many M2M devices are remotely located, often hermetically sealed, their after sale location is not known during production and furthermore their product life cycles are sometimes lengthy.

To resolve these issues mobile network operators and SIM manufacturers from around the world have been working to design a new SIM. This new SIM enables remote "over the air" provisioning and re-provisioning of network operator credentials (changing operator) whilst retaining the same security levels provided by the traditional SIM.

Deploying the Remotely Provisionable SIM in the Automotive Sector

Connected Living is a significant programme within the GSMA focussed on the enablement of the M2M market. To support and speed up the arrival of the remotely provisionable SIM the Connected Living mAutomotive team and their partners have created a mAutomotive Proof of Concept (PoC) which is showing at this year's Mobile World Congress. The PoC demonstrations show the remotely provisionable SIM capabilities when applied to specific automotive use cases. In their preparation and execution they also validate the functional capabilities and business processes associated when deploying the remotely provisionable SIM in a specific industry.

Automotive Connectivity Key Drivers

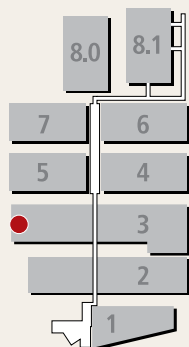
The automakers product life cycle is approximately 10-15 years and so the need for a solution that provides flexibility to support a number of events for embedded connectivity car services is critical. The ability for automakers to remotely manage their SIMs will result in a significant advancement in meeting automaker requirements and change the current ecosystem. The mAutomotive Proof of Concept is addressing several automotive use case requirements including:

1. Late-stage provisioning of SIMs within connected vehicles depending upon where the vehicles will be operational
2. A subscription change to support events such as the vehicle owner changes or a permanent change of vehicle location
3. Cancellation of a subscription where the automaker provides a free period for connected car services



Connected City

To learn more about the new Remotely Provisionable SIM take a Taxi in the
**GSMA Connected City,
Hall 3, Stand 3B2 and 3C2**



Reducing the Time to Market and Achieving Critical Mass

All partners in the mAutomotive Proof of Concept demonstrations are committed to implementing a common architecture and validating assumptions for the GSMA remotely provisionable SIM architecture specification work. By creating a critical mass of the ecosystem within this framework, the PoC hopes to demonstrate the urgency and demand for one interoperable common architecture specification and therefore one standardised industry solution.

One Global Architecture; One Common Standard

Key to the commercial success of this new SIM is for the entire ecosystem to adhere to one common industry standard to achieve economies of scale. To achieve this the GSMA, mobile network operators and SIM manufacturers are working on the delivery of a common, secure, interoperable architecture, elements of which will be certified to guarantee the secure encryption and transportation of operator credentials. We anticipate this architecture to be complete by mid-2013.

At MWC visit the GSMA mAutomotive Proof of Concept demonstrations at:

 Giesecke & Devrient	Hall 6 Stand 6D70
 gemalto	Hall 5 Stand 5G120
 OBERTHUR TECHNOLOGIES	Hall 6 Stand 6C81
 SAFRAN Morpho	Hall 6 Stand 6D80
 telenor connexion	Hall 3 Stand 3C2 Connected City

GSMA mAutomotive Proof of Concept Partners

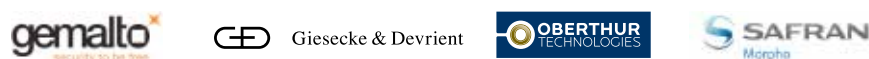
Operators:



Automakers:



SIM manufacturers:



About the GSMA Connected Living Programme

Connected Living is a three year market development initiative whose mission is to help mobile operators accelerate the delivery of new connected devices and services. Our target is to assist in the creation of 700 million new mobile connections, whilst stimulating a number of service trials and launches in the Automotive, Education and Healthcare sectors. The Connected Living programme is also working with the city of Barcelona, the Mobile World Capital, to develop and showcase smart city services.

For more information please visit
www.gsma.com



Connected Living

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