

## Mobile World Congress Barcelona 2009: APILINX awarded in both Gemalto's SIMagine and GSMA Most Innovative True Mobile Start-Up Contests

From recent 16<sup>th</sup> to 19<sup>th</sup> of February 2009, Sophia Antipolis based APILINX joined the French leading companies that decided to be present during the World's most impacting mobile telephony focused event.

APILINX had the opportunity to have a multiple exposure by a triple presence on the French Pavilion, the Gemalto corporate booth and the GSMA Innovation Zone.

Having applied for two of the great contests that yearly highlight the Congress, APILINX came across the hurdles of selection processes to appear in the short list of both GSMA annual Contest as "Most Innovative true mobile Start Up" and Gemalto SIMagine Competition.

**GSMA** awarded APILINX with a Special Prize after evaluating the Company Profile, the global Business Case and giving the floor for a six minutes pitch to Company founder and CEO Laurent Chivallier among a group of fifteen projects.

**Gemalto's** SIMagine Jury reviewed eight projects, out of 182 applicants, both academics and corporate. APILINX received an award from Inside Contactless for the special case demonstrating medical data secure reception through NFC and the SIM processing capabilities based on Gemalto's JavaCard technology.

During Congress, French Minister of Foreign Trade **Anne-Marie Idrac** paid a visit to APILINX corner and was given a demo of the prototype and manifested a strong interest in promoting such a promising Company project.

### About APILINX:

APILINX is a Mobile service provider dedicated to Remote Patient Monitoring for chronicle diseases like Diabetes, lung diseases, congestive heart failures and obesity. APILINX aims to provide turn-Key cost effective trusted Services for remote patient monitoring anytime anywhere using wireless sensors, mobile devices and web based applications. APILINX aims to create, develop and market secured, trusted and cost effective services. The services are based on easy to use patented wireless bio-sensors with existing and standardized technologies to enable a rapid adoption of these new services by the patient, the medical professionals, the networks operators and insurance companies. APILINX goal as a service integrator is to limit risks factors for the patient, the doctors, health insurance companies for the benefit of people health and community care systems efficiency.

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### About GSMA:

The GSMA represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites more than 750 of the world's mobile operators, as well as 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organizations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry.

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### About Gemalto:

Gemalto (Euronext NL 0000400653 GTO) is the world leader in digital security with 2008 annual revenues of €1.68 billion, and 10,000 employees operating out of 75 offices, research and service centers in 40 countries. Gemalto is at the heart of our evolving digital society. The freedom to communicate, travel, shop, bank, entertain, and work—anytime, anywhere—has become an integral part of what people want and expect, in ways that are convenient, enjoyable and secure.

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