Purple Labs demonstrates handset compatible

with next generation SIM card

3GSM World Congress, Barcelona 13th February 2006 Purple Labs S.A., the French mobile phone design house, demonstrates Axalto U2SIM technology on its Linux-based mobile phone platform. This is one result of the Onom@Topic+ project, a Eureka MEDEA+ label initiative started in 2005.

The demonstration shows many of the advantages of using a large capacity SIM card with USB interface, from secure file storage of multimedia content, Internet Protocol backed handset-to-SIM browsing, SIM-based application running, through a high speed USB interface.

The demonstration is based on Purple Labs Linux mobile phone platform, an advanced and flexible platform that has become the core technology on which many products and features can be added giving a powerful but competitive solution for current and future mobile operator requirements.

"Having Linux as the backbone of our platform has enabled us to quickly integrate and validate this technology. The U2SIM technology from Axalto opens a wide range of applications that we believe can revolutionise the way we develop mobile phone applications in the future, says Dennis O'Donovan, Managing Director of Purple Labs.

"The U2SIM technology has proven very easy to adapt and bring to market. Purple Labs unique skills in embedded Linux have been key in maturing in a record time a world-class product that enhances drastically the role of the SIM card, says Cedric Collomb, Director of Mobile Communications at Axalto".

Demonstrations will be made during 3GSM World Congress in Barcelona, from 13th to 16th February 2006 at Axalto stand B07 Hall 8.

About Purple Labs
Purple Labs SA part of the Vitelcom Mobile group, formed in 2001 is based in Le Bourget du Lac in the south of France employing 100 highly skilled professionals. It offers definition, design, development and validation of mobile handsets (hardware, software and integration) based on GSM/GPRS/EDGE and UMTS standards. In addition it covers complete user interface customisation and manufacturing support.
Working with pre-defined but modular platforms, Purple Labs enables its customers to deliver cost-effective and state-of-the-art mobile handsets within an optimised lead-time.
Purple Labs is one of the first European design companies offering i-Mode enabled handsets based on NTT DoCoMo technology, it is also one of the first to design and ship mobile phones built on Linux technology.
www.purplelabs.com