



Schlumberger & In Fusio join forces to redefine the mobile games market
Java SIM cards provide standard platform for exciting new service that will increase brand loyalty, airtime usage - and reduce churn
Application management servers support first real over-the-air interactive multiplayer games on mobile phones

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Schlumberger has joined forces with French start-up, In Fusio, to deliver interactive games on Mobile Phones over GSM networks. Through the use of Java technology, the Cyberflex Simera SIM card, the AREMIS application management server, and a back-office game server, In Fusio and Schlumberger deliver a complete solution that enables subscribers to select and download games remotely and to play games in true multi-player interactivity mode. This offer will provide Mobile Operators with an extremely powerful tool for targeting specific subscriber segments in order to increase loyalty and airtime usage.

This arrangement clearly demonstrates the benefits of Schlumberger Cyberflex Mobile Solution, enabling In Fusio to rapidly design and implement innovative and creative game solutions into the mobile environment.

The two companies will be demonstrating the games, SIM cards and back-office application servers for the first time at the GSM World Congress, Cannes, February 23rd to 25th.

The advent of dedicated modern games stations, multi-media PCs, high quality graphics and interactive capabilities has profoundly changed the model of the games market. . New portable devices have spurred significant growth in the pocket games market, creating a new opportunity for introducing similar games on mobile phone terminals.

"We belong to a leisure world. Despite the success of new 32 bits and 64 bits consoles, video games are still a taboo for most of the adults. With a world-wide installed base of more than 40 millions of consoles and 70 millions of pocket consoles, facts show the hidden mass market needs for video games !", notes Gilles Raymond, In Fusio Managing Director. "With the power of the Schlumberger Cyberflex Simera SIM card, we can offer operators the means to reduce the hardware in the subscriber's pocket and to increase the range of games available while providing real multi-player interactivity on a GSM phone for the first time".

Until now, games have either been built directly into the mobile phone - which did not allow much flexibility - or required continuous airtime connections to games servers managed by the network operator. The Schlumberger/In Fusio approach is different. The Cyberflex Simera Java SIM card provides a flexible, programmable platform for games. The AREMIS Application Management server enables remote download, activation, customization and billing of games. In Fusio's interactive game server addresses the content and multi-player features with centralised score and multiple player management capabilities.

Mobile phones are definitely a modern lifestyle element but to which are associated major churn problems", comments Stephan le Gentil, Product Line Manager for SIM cards at Schlumberger Test & Transactions. "Operators can target subscriber sectors effectively, and combat churn, by offering a portfolio of games similar to those available on pocket stations but with the advantages of 'load, play, and trash', multi-player competition and interactivity."

Real over-the-air interactivity offers a new dimension to the mobile games industry", notes Robert Lezec, Vice President, Schlumberger Mobile Communications Solutions Group. "Mobile network operators who embrace this new dimension will open up a completely new market and see their businesses grow, especially with cost effective solutions like this"

The Simera SIM card is compatible with the pro-active commands of the latest Phase 2+ SIM Application toolkit, allowing the computing power of the chip to be used to independently run sophisticated application programs - including games that interact with the subscriber via the keyboard and display, and communicate with the server using the short message system (SMS). SMS provides the key to delivering a cost effective solution. The subscriber downloads the game onto the card, plays, and communicates with the server only to send answers to questions, update high score tables or load 'next move' commands in multi-player role-playing games. When finished - or bored - with a game, the subscriber can contact the server to download a new game, effectively providing almost unlimited download capacity. In Fusio is already developing quiz and memory games as well as a multi-player 'plateau' game called Spirit. All SMS communication occurs automatically, eliminating the subscriber's need to either maintain a connection or to repeatedly place a call, making it easier and cheaper to play games in a concentrated fashion.

About IN FUSIO

In Fusio is a young company set up by Sebastien Bruhat and Gilles Raymond. Specialized in entertainment development, contents and services for mass market through mobile phone In Fusio has built in six months successful partnerships with SFR, Schlumberger and Packard Bell Europe. Games developed in WAP technology for European operators, as well as those developed on Sim card confirm the world wide leading position of In Fusio on entertainment for mobile phone.

About SCHLUMBERGER

Schlumberger Smart Cards & Terminals is the leading provider of smart card-based solutions worldwide, shaping the new world of smart solutions by providing leading-edge technology to enable innovative smart card and terminal applications that enhance the security and convenience of businesses and communities of all kinds. Schlumberger smart card solutions encompass a wide range of cards, terminals, development tools and support in open configurations for operators, developers, integrators and distributors worldwide. As part of the Smart Village® vision, the Schlumberger offer includes the milestone CyberflexTMcard, the industry's first JavaTM-based smart card. The Smart Cards & Terminals group operates 45 facilities in 34 countries across the globe. Additional information is available on the World Wide Web at <http://www.slb.com/smartcards> Schlumberger Test & Transactions comprises Schlumberger Smart Cards & Terminals and Schlumberger Automated Test Equipment, leveraging the combined strengths of these two business units to provide leading-edge, cost-effective solutions to customers. Schlumberger Test & Transactions is a business unit of Schlumberger Limited, a \$10.65 billion global technology service company providing oilfield services, natural resources management, transactions-based technology and associated systems, and semiconductor test equipment.

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