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## Transatel Chosen as a Service Provider for Windows 10 Paid Cellular Data Service on Select Windows 10 Devices

BY PATRICK MACGOUGAN ON JANUARY 5, 2016 ·

MOBILE TECH NEWS

Mobile Virtual Network Enabler (MVNE), Transatel announced that Microsoft has retained its SIM 901 solution to support the upcoming paid cellular data service for Windows 10.



Laptops and tablets equipped with Windows 10, a cellular broadband modem, and a Microsoft SIM Card utilizing Transatel's 901 technology, will allow consumers to easily and conveniently purchase pre-paid 3G/4G-LTE data services that will enable a breadth of Windows 10 features and services when on the go.

Eric Lockard, Corporate VP at Microsoft: "We want to promote the adoption of cellular connectivity on Windows tablets and laptops to complement classic Wi-Fi connectivity and make it easier for consumers to connect to the internet, anywhere, anytime. The Transatel SIM 901 solution helps us reach this objective in multiple markets through a single interface. In just a few clicks consumers will be able to easily buy pre-paid data plans on supported Windows 10 devices."

Transatel provides the cellular data service, and Windows 10 makes it easy and convenient to purchase. Together, consumers can purchase pre-paid cellular data where and when it is needed using their Microsoft account which helps keep credit card and other personal information secure. There are no long term commitments.

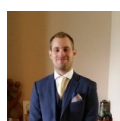
Bertrand Salomon, co-founder and Deputy CEO of Transatel: "We're excited to be part of the Windows 10 user journey. The combination of Transatel's mobile core network and service platform, and Windows 10 provides a completely new end-user experience. I anticipate that customers will enjoy the convenience of embedded cellular connectivity in Windows 10 enabled devices."

Transatel's innovative 901 SIM card utilizes an international MNC (Mobile Network Code) to enable multi-local connectivity. SIM 901 is non-geographic and therefore provides local 3G/4G-LTE connectivity in multiple countries at once. With this SIM card device manufacturers and OEMs can provide seamless internet connectivity in multiple markets, and end-users can enjoy being on-line whenever and wherever at local prices. To date, Transatel covers 28 countries with this service, but should reach 50 by end Q1 2016. The countries where cell data connectivity will be available on supported Windows devices have not yet been announced.

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### ABOUT AUTHOR



PATRICK MACGOUGAN



Patrick is a global marketing and social media expert who has been connecting people and products through technology for more than a decade. His innovative and unparalleled understanding of the science of marketing and internationalisation strategies means he adds the 'science bit' to all our work at Go-Mash.

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