



Press Release

## **COMPUTEX: Transatel Offers OEMs a White-labeled eSIM Solution Compatible with Microsoft's Upcoming Windows 10 Release**

**Paris, France – June 1<sup>st</sup>, 2017**

At Computex, Microsoft is introducing one of the most exciting features of the Fall Creators Update, the next Windows 10 release planned for September: an eSIM, which is at the core of the Always Connected PCs initiative. The solution will allow end users to benefit from cellular connectivity directly from their laptop or tablet while on the go.

Thanks to an early collaboration with the Microsoft teams, Transatel will be one of the first mobile operators to provide OEMs with a preloaded default operational profile for the eSIM, so that end users can connect to the internet from their device right out of the box, at power-on, without having to search for nearby Wi-Fi.

Bertrand Salomon, co-founder of Transatel: *"We're proud to have helped design the project based on the eSIM, and impatient to help OEMs gain control of their customers' user experience in connecting to the internet. Thanks to cellular connectivity, OEMs will be able to generate new revenue streams, promote brand loyalty and leverage their unique direct relationship with consumers. Transatel can help them design made-to-measure connectivity offers to reflect their brand positioning, and the data usage patterns of their clientele in more than 100 countries and destinations."*

### **About Transatel**

For the past 16 years, Transatel has been offering, through a technical platform and associated services, a solution helping a diversity of players meet their market for mobile telephony and data connectivity.

As the leading European MVNE/A (Mobile Virtual Network enabler), Transatel first built a strong expertise in Machine-to Machine connectivity before entering the Internet of Things arena in 2015. Today, the company offers an unparalleled cellular solution for global, multi-local data connectivity with eSIM capabilities to address the connected devices and embedded connectivity markets.

Transatel currently manages 1.7M SIM cards with a coverage footprint of over 100 destinations. With 75% of its revenues generated abroad, the 180-strong company is established in France, the UK, Belgium, Luxembourg, Switzerland, the Netherlands, and the United States.

### **PRESS CONTACT (A+ Conseils)**

Christelle ALAMICHEL

[christelle@aplusconseils.com](mailto:christelle@aplusconseils.com)

+33 (0)1 47 27 00 14

+33 (0)6 31 09 03 83