



PRESS RELEASE

Paris, July 17<sup>th</sup>, 2019

## With Ubige's eSIM, Transatel promises even greater savings on mobile phone expenses during travel, especially outside of Europe

*Offering the best mobile internet rates for travelers<sup>1</sup> and available since November 2018<sup>2</sup>, Ubige's eSIM for smartphones, tablets and PCs has already been downloaded by thousands of users globally.*

### **Ubige's eSIM helps travelers stay connected anywhere in the world at local prices**

The eSIM is a revolutionary technology which transforms the user experience: instead of going to a store or waiting for the delivery of a physical SIM card, the client's profile is downloaded without having to replace the SIM card. It's an entirely digital process.

Ubige's eSIM enables carefree travel by offering pay-as-you-go country/regional/global data bundles, for over 150 destinations at near-to-local prices. Best of all: the cellular connectivity provided by Ubige secures the communications, contrary to public Wi-Fi networks.

Ubige's technology is compatible with all eSIM-enabled devices, such as the smartphones iPhone XS<sup>®</sup>, iPhone XR<sup>®</sup> and Google Pixel 3<sup>®</sup>; the PCs HP Spectre Folio<sup>®</sup> and Lenovo Yoga 630<sup>®</sup>; and the latest tablets iPad Pro<sup>®</sup> and iPad Air<sup>®</sup>.<sup>3</sup>

Since its launch, Ubige's eSIM is a success with users all around the world. Leading countries with the greatest number of Ubige eSIM downloads are Japan, France, the United States, and Germany.

### **Ubige, an innovative cellular connectivity solution based on the eSIM and ahead of its time**

Thanks to the eSIM, Transatel proves once again that it's ahead of the game in the sector of mobile and IoT. As a reminder, Ubige was developed in consistency with the eSIM from the beginning, in the context of Microsoft's 'Always Connected PCs' initiative.<sup>4</sup>

Transatel is also an active member of the GSMA's taskforce for the 'reprogrammable SIM' (or eSIM)<sup>5</sup>, composed of 80 leading global firms in consumer electronics and mobile services, helping to define eSIM standards for the industry.

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<sup>1</sup> View prepaid bundles here: <https://cellulardata.ubige.com/rates-coverage/>. The rates are especially attractive for Europeans traveling outside of Europe, and for anyone in the rest of the world, traveling outside one's domestic country.

<sup>2</sup> Please see: [http://www.transatel.com/wp-content/uploads/2018/11/PR\\_UBG\\_eSIM\\_11.2018\\_ENG\\_final.pdf](http://www.transatel.com/wp-content/uploads/2018/11/PR_UBG_eSIM_11.2018_ENG_final.pdf)

<sup>3</sup> Please see the list of compatible devices here: <https://cellulardata.ubige.com/compatible-devices/>

<sup>4</sup> [http://www.transatel.com/wp-content/uploads/2016/01/Transatel-Service-Provider-For-Windows-10\\_PR.pdf](http://www.transatel.com/wp-content/uploads/2016/01/Transatel-Service-Provider-For-Windows-10_PR.pdf)

<sup>5</sup> <http://www.transatel.com/wp-content/uploads/2016/03/Transatel-GSMA-Remote-SIM-Provisioning-Initiative-v5.pdf>



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### What's an eSIM and how does it work?

'eSIM' is a contraction of 'embedded SIM'. It's integrated into the hardware, often soldered and enables the access to a virtual mobile plan. The eSIM can work simultaneously with several mobile operators. The consumer can subscribe to an operator's mobile service and immediately download, within the eSIM, their personal profile, instead of configuring a physical SIM card.

New iPhones and the eSIM: to add a new virtual account, the user must go into the iOS 'cellular settings' of the smartphone to scan the QR code obtained from the mobile operator and choose the desired plan or bundle. This operation can also be entirely managed via the selected operator's mobile application. iOS then offers management possibilities for the two SIM cards (physical and eSIM).

#### **About Ubigi**

Ubigi is Transatel's new customer-facing brand for worldwide cellular connectivity dedicated to the Internet of Things. The service offers "always connected" wireless capabilities to laptops, tablets, and automobiles, at near-to-local rates in over 150 countries and destinations. Please visit [www.ubigi.com](http://www.ubigi.com)

#### **About Transatel**

Now a member company of NTT Group, one of the largest telecom companies in the world, Transatel offers an unparalleled, eSIM-capable, cellular solution for global and secure IoT connectivity. The solution addresses the connected car, connected objects, and consumer electronics markets. Since its inception in 2000, the company has launched over 170 MVNOs (Mobile Virtual Network Operators), establishing Transatel as the leading European MVNE/A (Mobile Virtual Network Enabler/Aggregator). Having acquired expertise in Machine-to-Machine connectivity, the company easily transitioned into the Internet of Things.

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