

# Etisalat and OT showcased IoT connectivity at GITEX Week

# CONNECTIVITY

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OT (Oberthur Technologies), a leading global provider of embedded security software products and services, and Etisalat, the Middle East's leading telecommunications operator, showcased connectivity innovations during the GITEX Week, in Dubai. Relying on OT's eUICC and subscription management solution, Etisalat demonstrated secure connectivity management for both wearables and connected cars.

With the constant growth of the Internet of Things (IoT) and the increasing number of devices to be connected, mobile network operators (MNO) need to implement connectivity management solutions adapted to the specific needs of consumer devices and industrial IoT markets.

For the consumer devices market, the ability to incorporate an eUICC, also called an eSIM, into any object opens up a new range of possibilities in terms of connectivity for end-users. For example, a wearable fitted with an eUICC, such as the flagship watch used for the demonstration, can be connected to the mobile network without the intermediary of a smartphone. Once the dedicated subscription profile has been activated on the watch, it can be used to make calls, receive notifications and use data services directly, even if the smartphone of the user is off or out of reach. With its comprehensive eUICC solution, OT offers the most efficient, secure and transparent technology possible to serve the connectivity needs of MNOs and OEMs and to deliver a seamless experience to end-users. It is designed to ensure full privacy and security for MNO credentials, in compliance with GSMA specifications.

Connectivity is also shaping the future of mobility in the automotive market. Connected vehicles allow carmakers and service providers to offer a full range of innovative services enhancing the car user-experience such as remote maintenance and telediagnosics, emergency calls, live traffic information, among others. Trusted by MNOs, and compliant with the industrialization requirements defined by premium carmakers, OT's market-proven and industrial connectivity management solution for the Automotive market enables carmakers to ensure vehicle connectivity over time in a flexible and trusted way with their MNO partners. It also enables them to manage the connectivity lifecycle during the entire vehicle lifespan, without changing any hardware components.

*We are committed to support MNOs and OEMs with secure connectivity management solutions for both the consumer devices and industrial IoT markets. We are delighted to have supported Etisalat for this showcase at Gitex, the largest technology exchange and marketplace for Middle East & Africa.*

*Pierre Barrial, Managing Director of the Mobile Network Operators activity at OT*

*We have been very pleased to welcome OT on our GITEX stand to showcase secure connectivity management for eSIM-enabled wearables and for the Super Car hosted on our booth. Our collaboration and trusted relationship with OT goes back many years and we are looking forward to continuing our fruitful partnership.*

