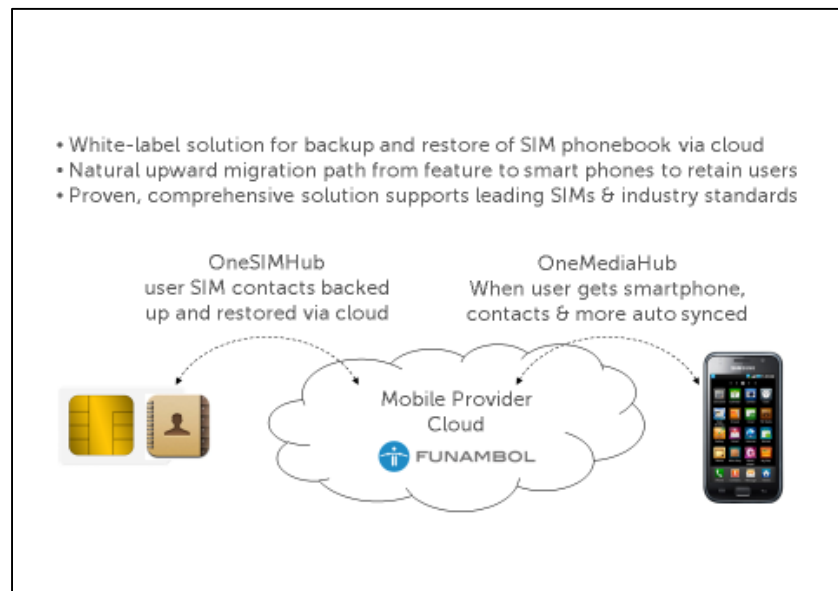


Funambol OneSIMHub

Funambol OneSIMHub is a white-label service that mobile providers can offer to sync SIM card contacts from a mobile phone to a private user account in the cloud. Once in the cloud, contacts can be restored to a SIM card in a mobile phone or used with OneMediaHub, Funambol's personal cloud solution, to sync with a smartphone such as an iPhone or Android. The diagram below illustrates these capabilities.



Funambol works with leading SIM manufacturers to perform SIM management for maximum coverage of SIM cards in an operator's market. SIM cards have different characteristics and the methods used to back up SIM contacts to the cloud and restore them depend on the SIM cards, network and handsets involved. Multiple approaches to monetizing OneSIMHub users are possible, including a freemium model, a la carte fees, time-based subscriptions and pay-to-restore.

OneSIMHub is integrated with OneMediaHub for a seamless upgrade path for users from feature to smartphones. This is useful in places where people are rapidly adopting low-cost smartphones. A typical scenario is a mobile user uses OneSIMHub to store their SIM contacts in the cloud, and then OneMediaHub can be used to sync their contacts with a smartphone. Changes made to contacts on a smartphone can sync back to the user's OneMediaHub cloud account and be restored on a SIM card in a mobile phone to ensure that a user's contacts remain in sync across devices.

OneSIMHub can be branded for an operator and hosted for them in the cloud using a SaaS model for rapid time-to-market and low upfront investment. For more details about OneSIMHub, please [contact the Funambol sales team](#).