



Press release

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Bouygues Telecom becomes world's first mobile operator to offer secure memory card with SanDisk

New technology card allows legal use of copy-protected content on multiple devices

The memory card stores content and ensures protection for rights holders. Bouygues Telecom is bundling the card – which uses TrustedFlash™ technology – free with its newest handset model.

Until this breakthrough, downloaded content could only be used on the mobile phones on which it was loaded. Bouygues Telecom now makes it easy for consumers to transfer the content to another phone.

Complete security and exclusive offers from Bouygues Telecom

- Consumers can store personal data, as well as content available for download from one of 350 i-mode sites (photos, videos and music, except Java applications). What's more, they can move the content to any other compatible phone by simply transferring the card.
- Users can easily transfer and copy personal data between mobile phones and computers.
- Users can also connect to preloaded content on the card and browse the content provider's site in one click.

A 256MB microSD™ TrustedFlash™ memory card comes free with the Samsung Z650i mobile phone pack. The card can hold more than 250⁽¹⁾ songs – about 12 hours of music – or more than 800⁽²⁾ high-resolution photos. With the memory card, mobile phones are transformed into full-fledged mobile multimedia players.

Content providers can use the secure card to propose new premium content while enjoying protection against piracy. For example, they can preload content on cards to attract consumers to their website, without them having to enter a web address. Three titles from the Universal catalogue are included with the Z650i phone.

People who need more space can get the "microSD™ Mobile Premier" card with a whopping 1GB of memory. The cards are available at Bouygues Telecom shops (recommended retail price: €49.90)

Bouygues Telecom is the first mobile operator in the world to give its customers access to the new TrustedFlash™ technology, developed by SanDisk, inventor of flash cards and the world's largest supplier of flash memory data storage products.

About Bouygues Telecom

The ambition of Bouygues Telecom is "to become the preferred brand of mobile communication services" and to further improve the welcome and service it offers its 8,451,000 customers. After creating the talk-plan concept in France in 1996, the company launched its i-mode® services in November 2002. To date, i-mode has attracted 1,646,000 customers, including more than 300,000 customers owning a broadband i-mode phone. These new services, which can be accessed by over 91% of the French population through the national EDGE broadband network, have become highly successful. Bouygues Telecom also offers a complete range of broadband i-mode services for businesses and professionals.

TrustedFlash™ is a registered trademark of SanDisk Corporation

MicroSD™ is a registered trademark

(1) Estimate based on titles downloaded from i-mode sites

(2) Estimate based on 2 Megapixels per photo