

Company looks to mega-success with MegaSIM

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M-Systems Flash Disk Pioneers Ltd. expects its new MegaSIM technology to be a blockbuster in the mobile market, the company's CEO said in an interview.

The Israeli company's MegaSIM, a technology that boosts mobile phones' SIM memory cards to provide more customer services, was unveiled earlier this month at the 3GSM World Congress in Barcelona, Spain.

The beefed-up SIM will sport 512 MB of memory, which is 8,000 times more than the standard 64 KB SIM, M-Systems said in a statement. The company also said it expects to introduce a 1 GB card, twice the size of the MegaSIM, by the end of 2006.

The card is the result of a partnership between Oberthur Card Systems, makers of the new SIM, M-Systems, which will provide the platform, and mobile operator Orange, which will be the first company to provide the 1/2 GB SIM in Europe later this year.

"The SIM will transform the mobile phone into a true multimedia player, capable of securely storing a music library containing up to 125 songs, three full-length movies, or 80 Java games. (It) will enable subscribers to store comprehensive (text message) and e-mail archives, complete with attachments," the company statement said.

The firm has already created a \$1 billion market with the invention of

the DiskOnKey (now called M-Drive), a portable hard drive, and MobileDiskOnChip (now known as M-DOC), a DiskOnKey for handsets.

"I'm prepared to say that I hope for even more than \$50 million (in sales of the MegaSIM) in 2007," M-Systems CEO Dov Moran said via the Israeli business newspaper Globes.

The company has been selling handset processors to six of the world's seven leading manufacturers since 2001.

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