

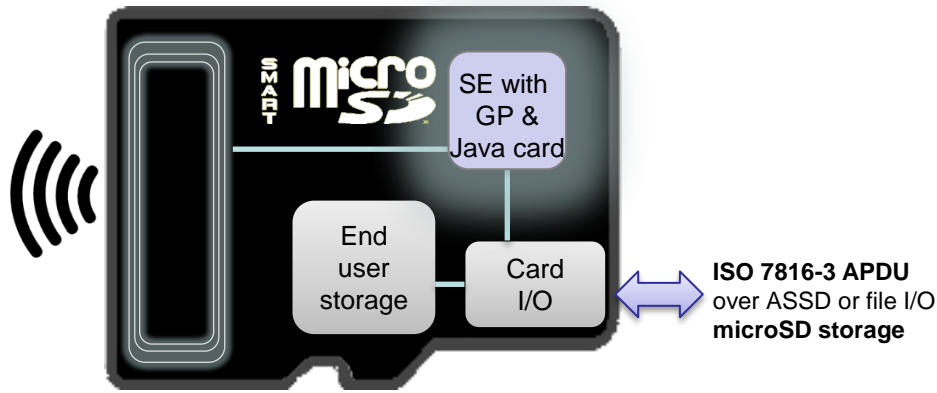
# SmartSD Cards Empower Consumers

Amitaabh Malhotra

DeviceFidelity COO representing SD Association



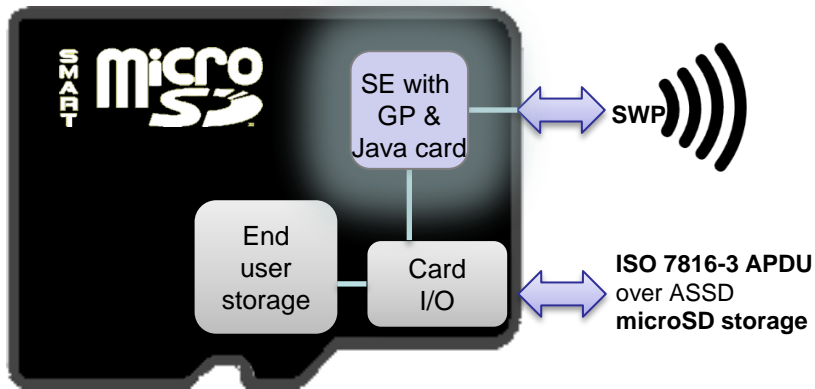
# The Smart microSD



Contactless smart microSD

- **Contactless smart microSD**  
Self contained SE and NFC Card emulation for most\* microSD host devices

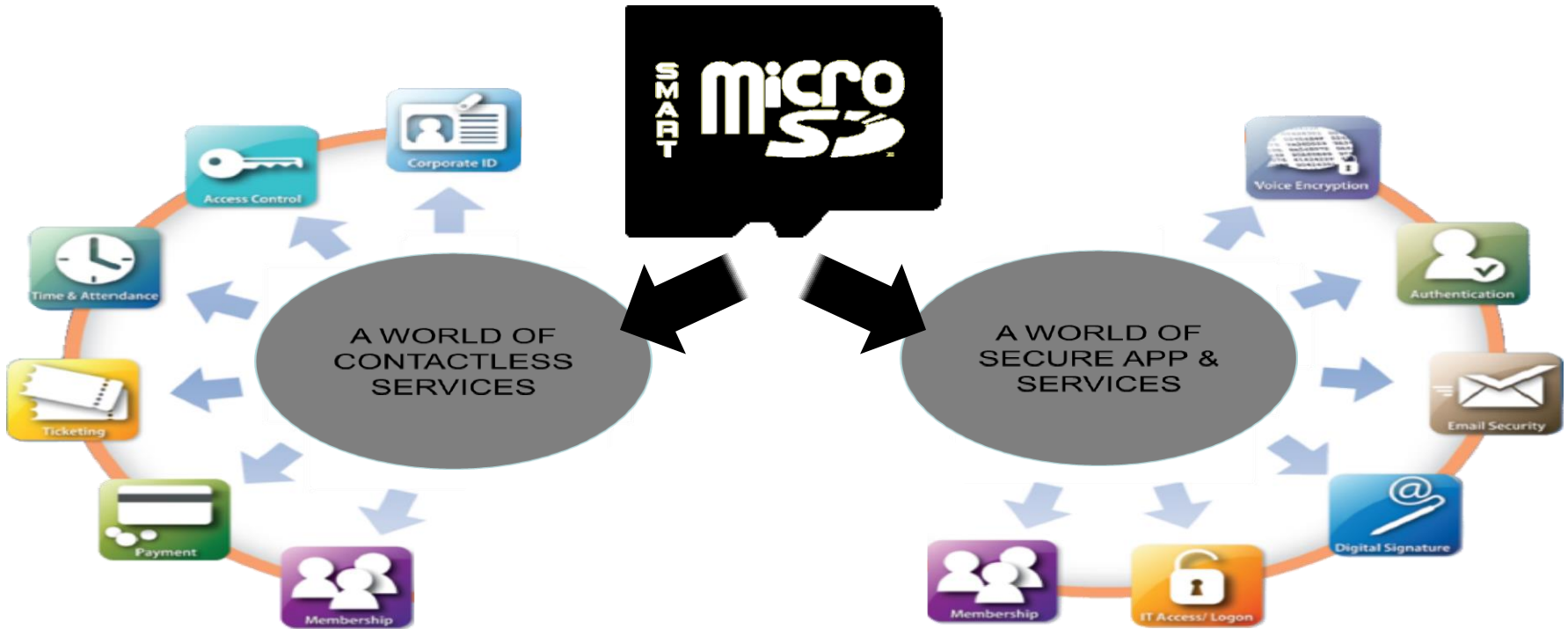
\* SDA doesn't define the NFC front end interface and performances may differ between suppliers. File I/O uses proprietary APIs



smart microSD

- **smart microSD**  
Connected to NFC front end for card emulation and SE with standard host interface & APIs

# SmartSD typical mobile use cases



smartSD works with NFC that is the technology enabler of contactless services on the mobile

smartSD provides support for secure App and services on the mobile

# SmartSD Empowers Consumers

**Acquire service along your smartSD  
and continue to add even more!**



Taking advantage of GlobalPlatform's consumer centric model smartSD aims at making secure App & services as easy to acquire and install as to download an App on your phone

# SmartSD Empowers freedom



# SmartSD Empowers freedom



All your credentials and cardlets remain in your smart microSD

# SmartSD for the service providers

**SmartSD empowers the consumer while  
keeping the service provider protected**



All the benefits of microSD  
As secured as smart card and security tokens  
Contactless capable and available for mobile App



Thank You