



Your data's best friend

Press Release

Gemalto Launches YuuWaa, the First All-In-One Solution for Data Storage, Backup and Sharing

Amsterdam, the Netherlands – May 14, 2009 - Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, today announced the launch of YuuWaa®, an innovative solution for securely storing, backing up and sharing all types of multimedia data from one single interface. YuuWaa combines a USB flash drive with software and secured online services.

Designed for both consumers and professionals, YuuWaa enables users to conveniently drag and drop files between their local and online storage areas, and share these files with friends and colleagues. The solution offers two levels of storage capacity. "YuuWaa Go" is a 12GB option combining a 4GB USB flash drive with 8GB online capacity; and "YuuWaa Plus" has 24GB, including 8GB on the USB flash drive and 16GB online. Both versions are available immediately from retail partners online and in stores for €19.99 (YuuWaa Go) and €29.99 (YuuWaa Plus).



Many people find it a challenge to manage large quantities of photos, videos, music tracks and documents, and feel concerned about privacy when it comes to share personal, valuable files. Although they can centralize all of these files on a PC, they often lack an easy-to-use and cost effective way to carry, share and back up them. In addition, storing large personal files on an ordinary flash drive is convenient but lacks security.

YuuWaa meets this demand by combining high-capacity online and local storage, and complementing it with easy sharing, encrypted data transmission and automatic backup in just a few clicks. For example, with just a simple drag and drop YuuWaa users can share their data to friends with a secure link to a file so that they can conveniently access it even if it is too large to be emailed.

YuuWaa creates a trusted environment where safety and data confidentiality are protected. Users quickly move files between their online and USB drive spaces, and create their own seamless "Digital Data Universe".



“By bundling local and online storage, portability and security, YuuWaa provides an innovative and cost-effective way for people to keep and share their Digital Data safely,” said Juana-Catalina Rodriguez, YuuWaa sales and marketing director at Gemalto. *“We’ve ensured that the YuuWaa interface is intuitive enough for experienced and inexperienced users alike.”*

Following the recent and successful launch of Justaskgemalto.com, a portal addressing consumer questions on digital security and gathering their unfulfilled needs, this is the first Gemalto product proposed to consumers to concretely address their daily concerns on digital data protection.

Typical YuuWaa users include:

- **Y-Generation:** For frequent users of the web and social networks, YuuWaa makes it easy to store and share favorite movies, music and photos. Users can share their data with their friends with a secure link to a file so that they can access it even if it is too large to be emailed.
- **Y-Travelers:** For people on the move, YuuWaa is a quick and easy way to share files with colleagues and friends and ensure that files are backed up securely. They can choose manual or automatic backup to copy all the files on the flash drive to the YuuWaa secure server.
- **Y-Workers:** Professionals can use YuuWaa to store business documents and share them at the click of a mouse. YuuWaa also offers additional protection with 128-bit SSL encryption of all data during transmission between the user’s computer and the YuuWaa secure server.
- **Y-Learners:** Inexperienced users of PCs and other devices will find storing and sharing family photos and videos quick and convenient with YuuWaa. They can easily create their own Digital Data Universe without any technical knowledge.

For additional information on retailers, features, pricing and services, please visit www.yuuwaa.com.

About Gemalto

Gemalto (Euronext NL 0000400653 GTO) is the world leader in digital security with 2008 annual revenues of € 1.68 billion, and 10,000 employees operating out of 75 offices, research and service centres in 40 countries. Gemalto is at the heart of our evolving digital society. The freedom to communicate, travel, shop, bank, entertain, and work—anytime, anywhere—has become an integral part of what people want and expect, in ways that are convenient, enjoyable and secure. Gemalto delivers on the growing demands of billions of people worldwide for mobile connectivity, identity and data protection, credit card safety, health and transportation services, e-government and national security. We do this by supplying to governments, wireless operators, banks and enterprises a wide range of secure personal devices, such as subscriber identification modules (SIM) in mobile phones, smart banking cards, smart card access badges, electronic passports, and USB tokens for online identity protection. To complete the solution we also provide software, systems and services to help our customers achieve their goals.

As the use of Gemalto's software and secure devices increases with the number of people interacting in the digital and wireless world, the company is poised to thrive over the coming years.
For more information please visit www.gemalto.com.

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