



Secure digital identity
is now in our hands

The New Standard in Digital Authentication

83%

of mobile internet users
have concerns about sharing
their personal information
when accessing the internet
or apps from a mobile*

Mobile Connect
the convenient and secure
universal log-in solution
with privacy protection

*Source: GSMA Intelligence

Find out about Mobile Connect at the following events

GSMA Seminar aimed at Mobile Operators and Digital Service Providers

**Restoring trust in online services by implementing identity solutions
that offer convenience and privacy for end users and enterprises**

Tuesday 3rd March, 9:00-12:00, CC1.1 **C**

Come and see how Mobile Connect can add value to your business. This operator and digital service provider focused seminar will bring together a group of selected industry experts and high level representatives to discuss how operators have worked together to offer an interoperable and secure mobile authentication solution. Speakers from Axiata, Apigee, Ericsson, Swisscom, Telenor and WSO2 will discuss this solution and the benefits to digital service providers.

Representing an array of online service businesses, a panel including Mondia Media, NSTIC, Orange, PayPal and Signicat will talk to the challenges of authentication and how operators are well placed to assist.

GSMA Innovation City: Mobile Connect
Monday - Thursday
Hall 3, Stand 3A11 & 3A31 **A**

**Spotlight on Mobile Identity Solutions:
Developments and Innovations**
Monday 2nd March, 14.00 - 15.30,
Hall 4, Conference Village **B**

**Ensuring User-Centred
Privacy in a Connected World**
Monday 2nd March, 16.00 - 17.30,
Hall 4, Conference Village **B**

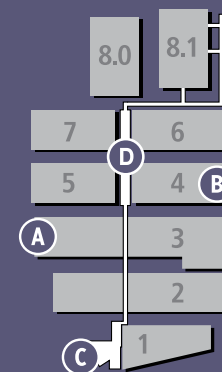
*Silver/Gold/Platinum Passes Only

**GSMA Seminar Series: SIM:
Security, Identity and Money**
Wednesday 4th March, 11:30-13:30,
Seminar Theatre, CC1.1 **C**

**Mobile Big Data: Solving real life
problems & maintaining users' trust**
Thursday, 5 March 08:30 - 10:00,
Seminar Theatre, CC1.5 **C**

**Global mHealth Marketplace
and Innovation**
Thursday, 5 March, 10:30 - 12:00,
Seminar Theatre, CC1.1 **C**

Mobile Connect Map



Operator Demos

See Mobile Connect being
showcased by a range of
operators on our stand at the
GSMA Innovation City **A**

WIN with Mobile Connect

**Take up the Mobile Connect Challenge at the
GSMA Innovation City. Everyday you could win a state
of the art Bose® SoundLink® Mini Bluetooth® speaker.***

Can you get to the top of our leaderboard? **A**

*Terms apply

Mobile Operators...

can put trust back into
digital services by providing
secure authentication and
identification.

**Find out how at the
GSMA Innovation City** **A**

Digital Service Providers

Mobile Connect helps:

- Raised browser confidence
- Faster prospect engagement
- Increased customer loyalty
- Enhanced website brand perception
- Long term positive customer relationships

**Find out more at the
GSMA Innovation City** **A**

Calling All Developers

Developers can build apps
and digital services that utilise
Mobile Connect – a new secure
log-in solution, to access and
integrate all Mobile Connect users

**Visit us at the GSMA Innovation City
for more details** **A**



**Live Mobile Connect User
Experience test for personal
health services in Catalunya.**

**Visit the Mobile World Capital Stand -
Hall Congress Square Stand CS70,
to see the demo and learn more** **D**





Secure digital identity is now in our hands

A photograph of a young woman with long, wavy reddish-brown hair and freckles, looking down at a silver smartphone she is holding with both hands. She is wearing a light-colored, textured knit sweater. The photo is overlaid with a large, semi-transparent white 'M' shape that frames her face and the phone. The background of the entire advertisement is a dark purple with a subtle geometric pattern of overlapping hexagons.

A SIMPLER, SAFER WAY TO LOG-IN
IS IN OUR HANDS



gsma.com/mobileconnect