



The global cellular service  
for IoT users

Connected by



# A BRAND IS BORN

## WHAT IS UBIGI?

Ubige is Transatel's new brand for worldwide cellular connectivity dedicated to the Internet of Things.

The service specializes in offering "always connected" wireless capabilities to laptops, tablets, and automobiles. Transatel supports the service thanks to a multi award-winning technical platform and interconnection with mobile network operators across the globe.

Ubige is a ubiquitous cellular service for mobile data, not only across countries, but also across devices. In our 18 years' activity, we've come to understand that, whatever the device, market expectations concerning the use of data converge. Boundaries are blurred to the point that an innocent eye might perceive a car to be merely a tablet with four wheels attached...

U B G  
'u 'bi 'dgi

The brand name is pronounced "You-bee-gee".

It originates from the Latin prefix **ubi** ("everywhere") + **gi** for "giga" (see *gigabytes*).

Positioning:

- Ubiquitous, always and everywhere
- Personal, affectionate, here to help me
- Reminds us of a cute Japanese animated character
- Fun, global and highly energetic, Ubige makes everyone happy because all stress is now gone

## UBIGE SERVICE IS WORLDWIDE



Ubige operates seamlessly and consistently worldwide. That's because Transatel leverages on the privilege of an international mobile network code (MNC 901-37), supported by agreements signed with more than 140 Mobile Network Operators around the world.

More than two years of agile development at Transatel were needed to make Ubige the most versatile, secure, dependable, flexible and cost-effective cellular service on the market for the IoT today.

# UBIGI'S MISSION STATEMENT

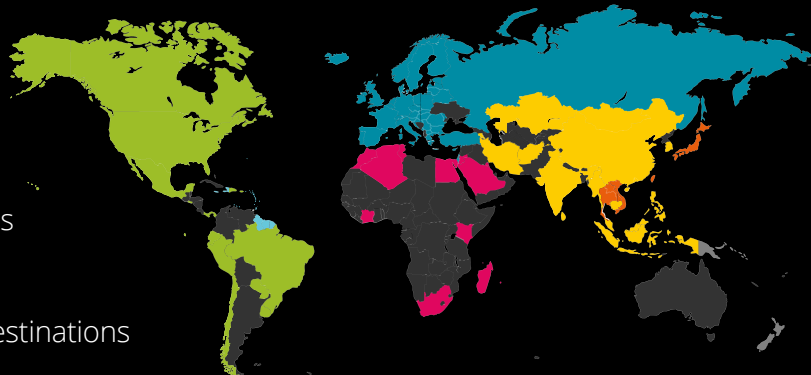
Ubigi is at the service of device manufacturers wishing to offer global, secure connectivity to their end users. It provides to those manufacturers who may not wish to become service providers themselves, negotiate roaming agreements and/or associate their brand name with a wireless service.

For any device, operating via a single platform, Ubigi is their fully packaged, ready-to-go service for instant-on, plug & play connectivity anywhere in the world.

|   | THE NEEDS  | UBIGI'S OFFER   |
|---|--|---|
| <br>END<br>USERS                   | <ul style="list-style-type: none"><li>• Internet access while on-the-go</li></ul>  | <ul style="list-style-type: none"><li>✓ Internet access anytime, in 140+ destinations</li></ul>   |
|   | <ul style="list-style-type: none"><li>• No bill-shock with travel</li></ul>  | <ul style="list-style-type: none"><li>✓ Near-to-local rates worldwide</li></ul>   |
|   | <ul style="list-style-type: none"><li>• Secure connectivity (<i>keeping hackers/sniffers at bay</i>)</li><li>• Enjoying seamless navigation (<i>no logins</i>)</li></ul> | <ul style="list-style-type: none"><li>✓ Cellular networks are more secure than Wi-Fi</li><li>✓ Easy onboarding and a user-friendly selfcare app</li></ul> |
| <br>DEVICE<br>MANUFAC-<br>TURERS | <ul style="list-style-type: none"><li>• eSIM compatibility</li></ul>   | <ul style="list-style-type: none"><li>✓ eSIM capabilities</li></ul>   |
|   | <ul style="list-style-type: none"><li>• Worldwide deployment at no additional cost</li></ul>   | <ul style="list-style-type: none"><li>✓ One-time integration for worldwide deployment</li></ul>   |
|   | <ul style="list-style-type: none"><li>• New revenue streams</li></ul>  | <ul style="list-style-type: none"><li>✓ Revenue share / split billing</li></ul>   |
|   | <ul style="list-style-type: none"><li>• Consistent service worldwide for company apps</li></ul>  | <ul style="list-style-type: none"><li>✓ Global packaged service with regulatory compliance</li></ul>  |

## FOOTPRINT

For 140+ destinations, Ubigi offers a selection of 30+ cost-effective bundles organized by continent, to help consumers control their data spending. New destinations are opened every month.



# CONNECTED CARS

## INFORMED AND ENTERTAINED WITH ON-BOARD WI-FI AND CONNECTED SERVICES

Users can connect all their devices to the internet via the Ubigi SIM card provided with their vehicle. The SIM card also enables the navigation and connectivity features of their vehicle's infotainment system. Ubigi transforms the driving and passenger experience, as users maximize their vehicle's capabilities, staying connected, informed and entertained.

Furthermore, thanks to Ubigi's capabilities, car OEMs can send software updates in "push" mode, fully transparent to the end users.

## AN EXAMPLE OF CUSTOMER JOURNEY

Ubigi's network identifies vehicle model, specs, and local market upon first connection to automatically load the appropriate initial data plan. This capability enables the use of a single stock of SIM cards. The data plan catalogue display is dynamic and adapts to the local market.



### (e)SIM INSERTION

Either by car  
dealership or at  
manufacturing stage



### CONNECTIVITY SETTINGS

Via vehicle's touchscreen,  
hotspot and mobile  
data are activated



### SIM SET-UP

Initial bundle  
is automatically  
selected and loaded



### ACCOUNT CREATION

To top up  
and check data  
balance

### TRANSATEL'S REFERENCES IN CONNECTED VEHICLES



## DRIVE SATISFIED

Keep your passengers entertained with access to all your favorite music, games and videos online. With Ubigi's fast and reliable connection, driving has never been more fun.

## DRIVE CONNECTED

Thanks to the external antenna mounted on your vehicle's roof, Ubigi connects to a local mobile network provider to give you reliable data connection while on the move. This, in turn, enables your vehicle with Wi-Fi, allowing you to share your connectivity with up to eight devices, within a range of 15 meters.

## DRIVE SMART

You'll never have to ask for directions again. With Ubigi, you can stay informed while you're on the road. Looking for the best itinerary or just need the weather report? You can get all the information you need on your built-in infotainment system or any Wi-Fi capable device.

# MOBILE DEVICES

## CONNECTED AND EFFICIENT WITH WINDOWS® PREPAID MOBILE PLANS

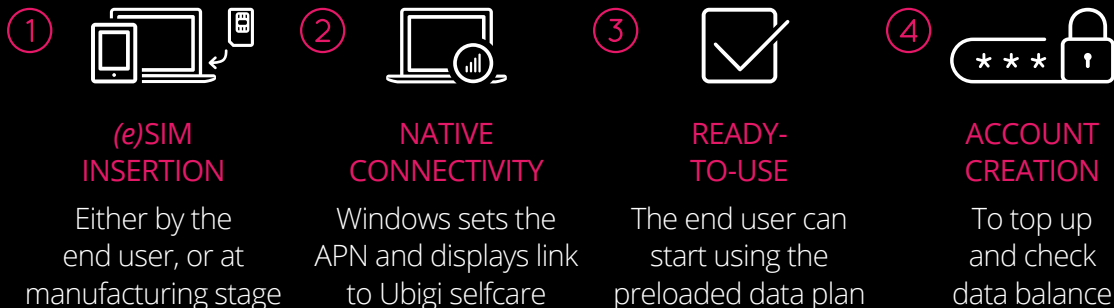
Transatel has been pioneering the global cellular connectivity segment of the Internet of Things since 2014, when it was selected by Microsoft to enable their “Always Connected PCs”.

Transatel DataSIM® and Bitebird® (*launched for Air France – KLM*) were the first brands to benefit from Transatel’s international 901 MNC (*Mobile Network Code*) technology.

Transatel was the first mobile operator in the world technically ready to offer data bundles for worldwide travelers within the Windows Store, in September 2017, with the launch in Japan of the new VAIO S11 and S13. Today, the accumulated technical, regulatory, and marketing experience are the foundations upon which Ubigi is launched. Because it is fully integrated in the Windows environment, Ubigi is entirely plug-and-play.

## AN EXAMPLE OF CUSTOMER JOURNEY

The journey is native to the Windows 10 environment to allow for a seamless experience.



UBIGI REFERENCES IN LAPTOPS AND TABLETS

**acer** **ASUS®** **Microsoft®** **VAIO**

ASUS in Europe; Microsoft Surface in the US, Europe, and Japan; and VAIO in Japan.





## BE SMART

- All our data plans are prepaid, with no hidden fees
- Your balance is accessible from the taskbar at all times
- Best price: our plans are based on local conditions

## BE READY

- Top up directly from the native Windows Mobile Plans app
- No installation or set-up needed
- Create an account and connect immediately



## BE FREE

- No need to look for a Wi-Fi Hotspot
- Coverage offered on 5 continents and for 140+ destinations
- No need to stay within Wi-Fi range

## BE SAFE

- A private connection, safer than Wi-Fi
- Encryption and authentication from cellular technology
- Compatible with a VPN





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## TRANSATEL OPENS THE WORLD TO CONNECTIVITY

Transatel is an 18 year-old telecom company specializing in innovation for mobile services. Today, the company is Europe's leading MVNO (*Mobile Virtual Network Operator*) enabler, having launched more than 170 successful mobile offers. With headquarters based in Paris, France, the company operates worldwide and boasts 180 IT and telecom experts of more than 34 nationalities.

### CONTACT:

[info-request@transatel.com](mailto:info-request@transatel.com)

+33 (0)1 74 95 74 00

#### Transatel.FR

49-51, quai de Dion Bouton  
92806 Puteaux CEDEX  
FRANCE

#### Transatel UK LTD

Finsgate, 5/7 Cranwood Street  
London, EC1V 9EE  
UNITED KINGDOM

#### Transatel CH SARL

Route de Chêne 5, c/o CCIFS  
1207 Genève  
SUISSE

#### Transatel

Rue Marie Depage 3  
Boîte 4 1180 Uccle  
BELGIQUE

#### Transatel LUX

28, rue de Bettembourg  
L - 5810 Hesperange  
LUXEMBOURG

#### Transatel.NL

Hogehilweg 16  
1101CD Amsterdam  
NEDERLAND

#### Transatel, INC.

499 N. Canon Drive, Suite 308  
Beverly Hills, CA 90210  
USA

[www.ubigi.com](http://www.ubigi.com)