

Gemalto, Microsoft, Nokia and Philips team up to advance 'Trust in Digital Life'

Prague, 11 May 2009 - At the Future of the Internet conference in Prague today, Gemalto, Microsoft, Nokia and Philips announced a new initiative that will address the fundamental societal issue of trust in new and emerging digital services. The initiative aims to bring European public and private stakeholders together to advance 'Trust in Digital Life' through the development of a common vision. Based on the vision, the initiative will create an agenda for innovation and promote alignment of public and private policies.

Consumers' trust is key to the adoption and success of future digital services in industries such as communications, commerce, healthcare, and administration. Erosion of privacy and crime can seriously hamper the worldwide economic growth. According to a recent Unisys Security Index survey, identity theft and bank cards fraud are the top two concerns in a consumer's digital life. These trust issues even surpass other fears outside the digital life such as national security and epidemics.

This joint initiative aims to help consumers overcome the fear of identity fraud and data breaches that have dampened trust in digital services. 'Trust in Digital Life' takes a multi-disciplinary approach - involving users, markets, legal and societal aspects, and technology – that will accelerate research and development of trustworthy technologies and products.

"It is essential to safeguard the European social 'acquis' in a future world where many human and business activities are critically dependent on complex technology infrastructures and digital services," says Mario Campolargo, director Emerging Technologies & Infrastructures at the European Commission. "Industry, government and users must work together to promote trust and prevent malicious intent and crime."

"There is no one simple recipe to implement trustworthiness in digital services," says Jacques Seneca Executive Vice-President of Gemalto. "We anticipate that technologists in many areas have a part to play in establishing secure credentials, identity management, secure data storage, data life cycle management, user interfaces, connected appliances, client software and Web services. Together with public administrations and all stakeholders, we can make great strides toward Trust in Digital Life."

"As a health and well-being company Philips is bringing more health and wellbeing services to the home, for example via its home healthcare monitoring services and its new Net TV platform. Trust is a key element when providing these Internet based services. Consumers want to be assured that their sensitive information is handled with the greatest care", says Willem Jonker Vice President of Philips Research.

The partners recognize that trustworthiness is essential for a free and open information society. Kim Cameron of Microsoft says: "We are eager to work with our partners in Europe to build trustworthy solutions that work together, supporting European values through elements like security, privacy, transparency, and accountability."

"Nokia believes that through active and open collaboration with different parties we will achieve the trustworthiness we seek. Trust cannot be defined by a single party," says Erkki Ormala, Vice President, Technology & Trade Policy, of Nokia.

In the spirit of open innovation, the founding members welcome a broad membership. The initiative invites other partners that share the vision of Trust in Digital Life. Success lies in taking a collaborative approach, between the participants in the initiative and with broader industry and governments. The group will coordinate with other European initiatives in this field.

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About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About Nokia

Nokia is the world's number one manufacturer of mobile devices by market share and a leader in the converging Internet and communications industries. We make a wide range of devices for all major consumer segments and offer Internet services that enable people to experience music, maps, media, messaging and games. We also provide comprehensive digital map information through NAVTEQ and equipment, solutions and services for communications networks through Nokia Siemens Networks.