

# LEADING GLOBAL MOBILE OEM, YULONG COOLPAD, SELECTS Inside Secure TO PROTECT FLAGSHIP ANDROID SMARTPHONE

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**Hong Kong – Aix-en-Provence, France, April 7th, 2015** – Inside Secure (Euronext Paris: INSD), a leader in embedded security solutions for mobile and connected devices, announced it will provide the mobile security features for Yulong Coolpad, to handle sensitive data in the phone, setting a new security bar among smartphone makers. This high level of security was previously available on smartphones used in highly secure environments only, but now, because of INSIDE's unique security offering, Yulong Coolpad can use the same level of mobile security in the consumer industry.

Despite the immense popularity of smartphones in today's connected world, smartphone security vulnerabilities have become a big issue especially those based on Android operating systems.

"Coolpad has become one of the top cellular device manufacturers in the world and was recently ranked 7th largest smartphone vendor by IDC, a popular US analyst firm," said Mr. Cao, Jing-Sheng, Vice-President of Brand Management from Yulong. "We are excited to be working with Inside Secure to add the highest levels of security to our phones to insure all of our customers can be confident that no matter what they choose to do on their phones, they will be protected and safe."

With a demonstrated record of success in the embedded security market featuring a broad portfolio of hardware, software solutions and IP components, INSIDE is uniquely positioned to understand the consumer device market's evolving mobile security demands and apply best-fit technology solutions that integrate seamlessly with new and innovative product offerings. From hardware to software, applications and services, INSIDE has the security solution to meet the most stringent demands of manufacturers and solution providers while remaining seamless to the consumer.

## Providing the Strongest without Compromising Usability

Yulong's Coolpad adopted INSIDE's secure solution which comes with EAL 5+ and FIPS 140-2 certification, well known security certifications issued by Common Criteria and the National Institution of Standard and Technology. These features grant supreme privacy and data confidentiality to the user by leveraging encryption and strong authentication as needed. INSIDE was able to demonstrate the ability and effectiveness of integrating its products into an existing system and solve real customer issues. Once again, INSIDE demonstrated leadership in mobile security, ranging from software-based solutions to hardware-based solutions without compromising the users' convenience and flexibility.

"This win with Yulong Coolpad is further proof that a leading brand is willing to choose Inside Secure to provide a more valuable solution to its customer by the state-of-the-art differentiation we offer," said Patrick Bouju, President for Asia Pacific of Inside Secure. It also shows INSIDE can have a good play in the smartphone market by leveraging a security offering at the core of its vision. In this implementation, INSIDE brings its years of experience and expertise to adapt its mobile security offering and help our customer to stand out from the competition with a clear selling point built on security."

## About Yulong coolpad

Founded in 1993, listed on the main board of HKSE in 2004 (code: 02369) One of the first manufacturers focusing on smartphone research and sales, Yulong Coolpad closely cooperates with carriers to provide innovative, differentiated and high-quality solutions. So far, 5 R&D institutes have been set up in Shenzhen, Beijing, Nanjing, Xi'an, Dongguan, Hefei with more than 2000 researchers. More than 80 products are launched annually. International sales system has been set up covering China main land, North America, Europe, Taiwan and India. Integrated modern supply chain system has been formed in Shenzhen and Dongguan with the annual production of 60 million.

## About Inside Secure

Inside Secure (Euronext Paris FR0010291245 – INSD) provides comprehensive embedded security solutions. World-leading companies rely on Inside Secure's mobile security and secure transaction offerings to protect critical assets including connected devices, content, services, identity and transactions. Unmatched security expertise combined with a comprehensive range of IP, semiconductors, software and associated services gives Inside Secure customers a single source for advanced solutions and superior investment protection.

For more information, visit <http://www.insidesecond.com>

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