

mobile equipment
identity register

meir



General Presentation

What MEIR Does?

- ❑ Helps to regulate mobile device market
- ❑ Prevents illegal importation (increase tax collections)
- ❑ Secures fair competition (to save honest players' investments)
- ❑ Minimizes theft and purse-snatching incidents rate (decrease crime rates)
- ❑ Blocks unregistered devices which can not be followed (national security)
- ❑ Detects and ban cloned IMEI in mobile network (prevent tempting to commit crime)



What is IMEI?

MEIR is a registration system (by IMEI number) for mobile devices



The 15 digit **TAC code** identifies the brand owner and model

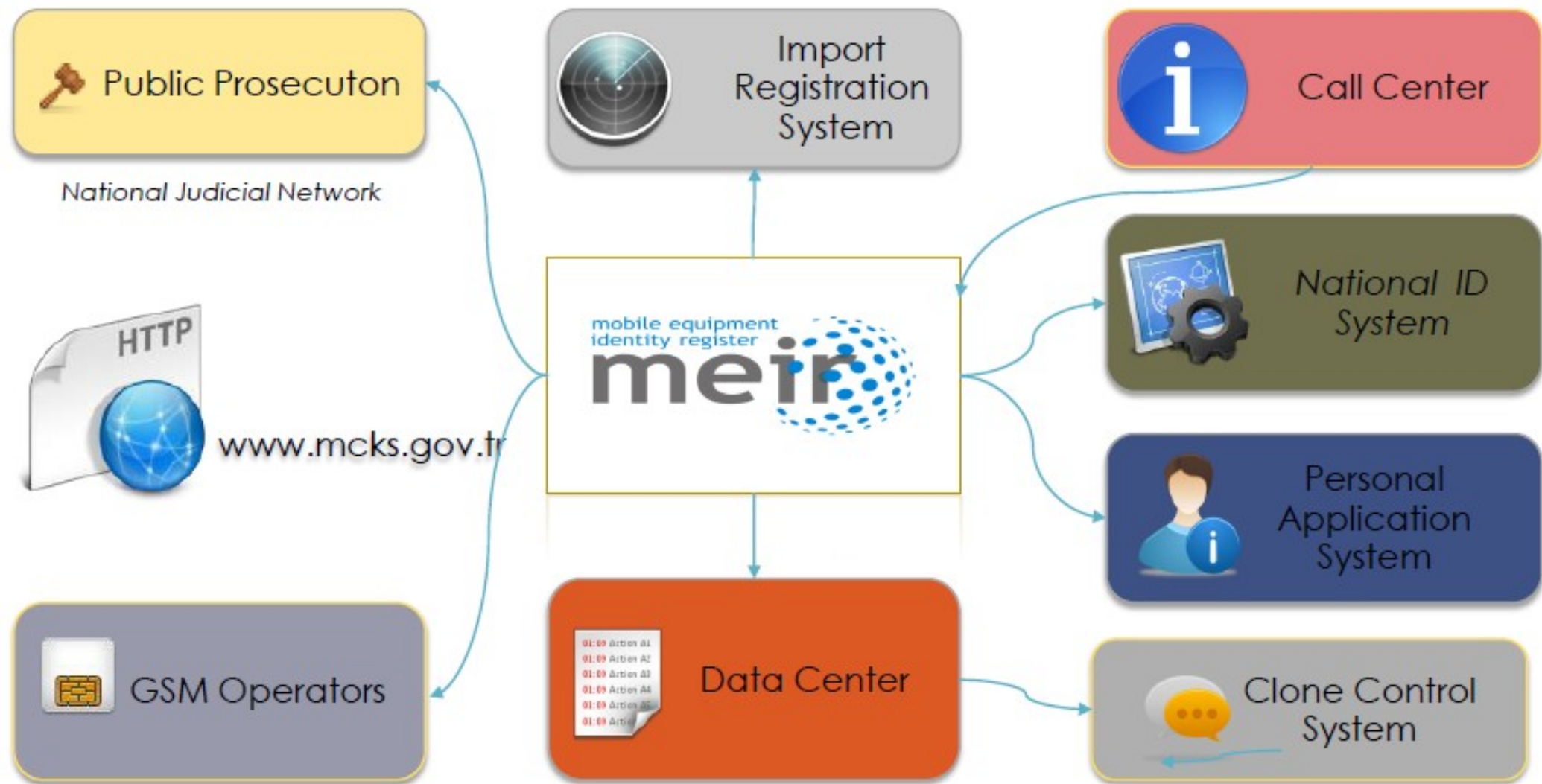
Why was MEIR Established in TURKEY?

- ❑ Mobile Equipment Identity Register System enrolls the IMEI numbers of the mobile devices by this system unregistered and stolen mobile devices are prevented to get service from the GSM operators.
- ❑ In the current registration and detection systems the software and hardware technologies are inadequate and can not respond the requirements efficiently. Because of those disadvantages there has been occurred a new seeking requirement and MEIR system is built to correspond all the requirements and used for 8 years in Turkey successfully.

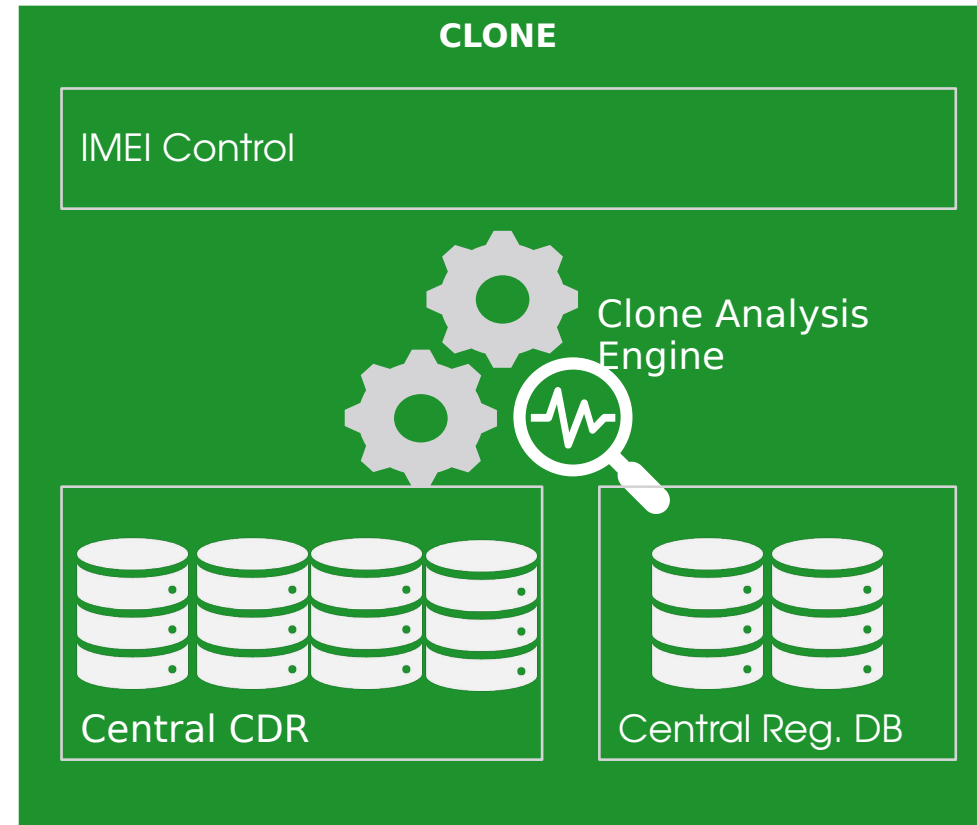
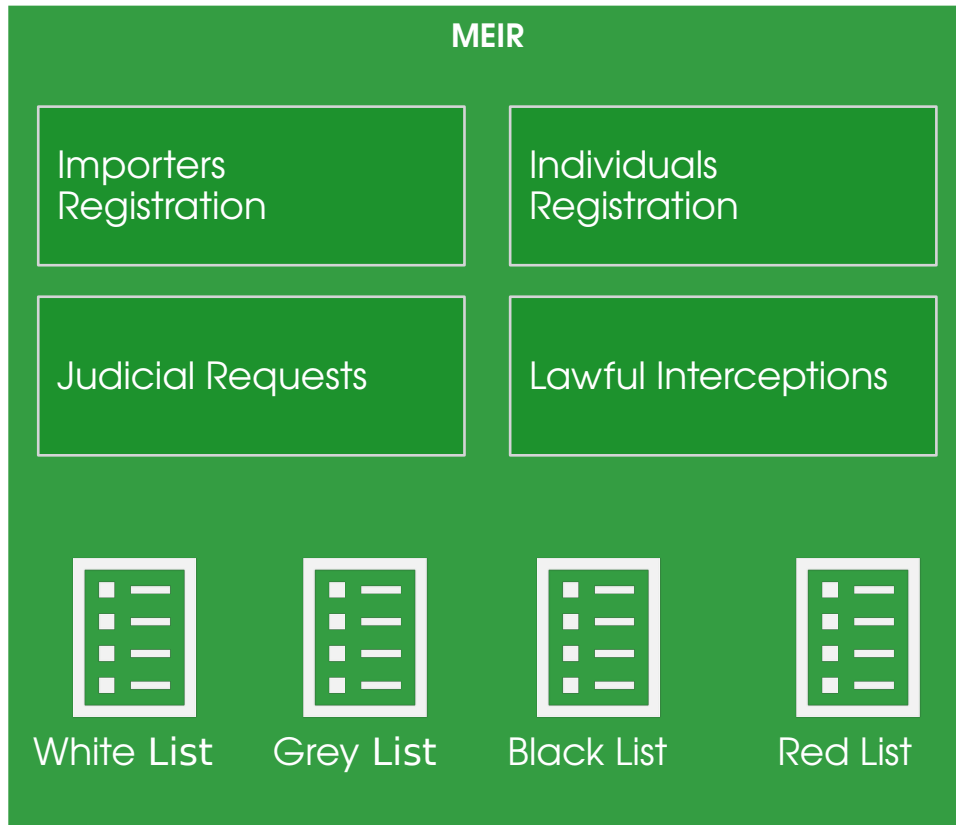
Turkey Situation			
explanation	2008	2009	Difference
Number of Devices per Year	3.000.000	17.000.000	14.000.000
Annual Tax Income	\$300.000.000	\$1.700.000.000	1.400.000.000
Stolen Phone (98%)	400.000	8.000	-392.000

How does it work?

Integration with e-government systems

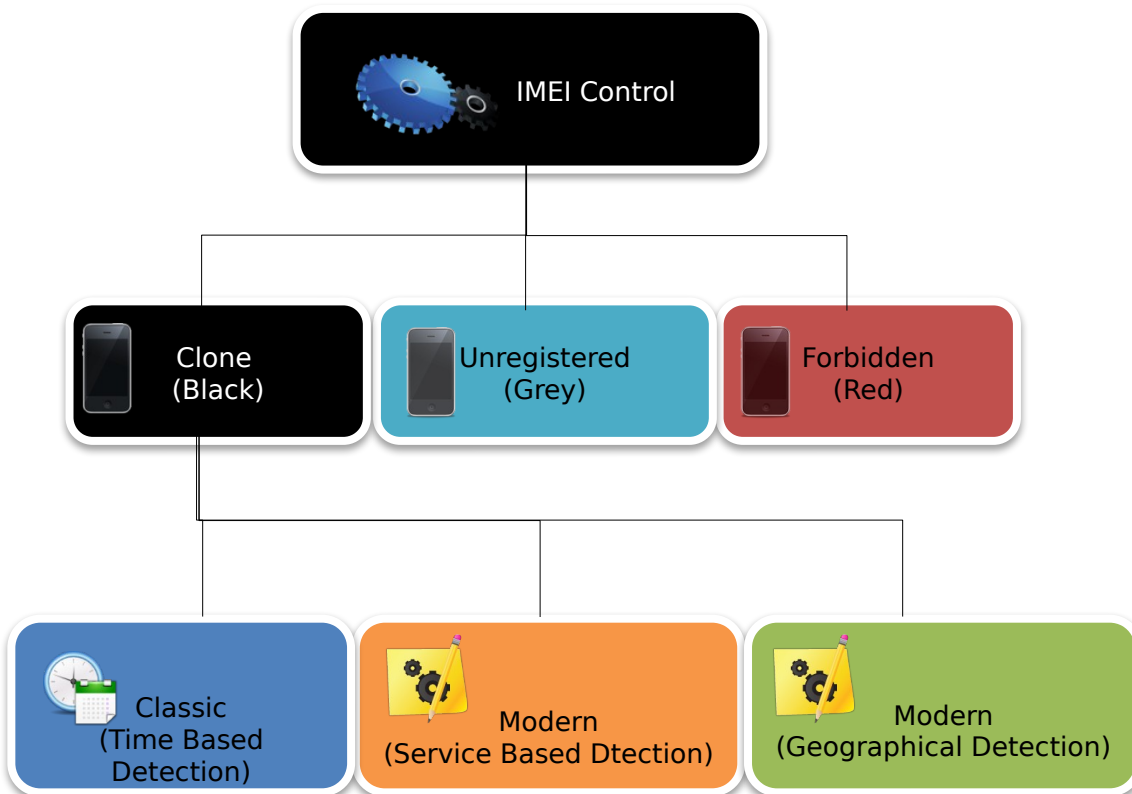


Functional Architecture



Tracking The Illegal Cloning

Can it be controlled?



Illegal cloning is done by cloning the IMEIs of old and cheaper phones to new unregistered phones.

A minimum of 5% of the number of active mobile devices are detected as clones.

- Time-Based Clone Analysis
- **Service-Based Clone Analysis (PATENT)**
- **Geographical Clone Analysis (PATENT)**

MEIR Project Phases Turkey Case,

PROJECT PHASES IN TURKEY :

All of these problems are solved by MEIR which **we have developed for ICTA (BTK) in Turkey,**

- Started in 2008
- 80% completed in 2 years with 12 persons
- Upgraded with new technologies after the first 2 years
- Integrated with related e-government systems
- After 10 years;
 - 100% taxation of mobile equipment.
 - 98% decrease in phone theft
 - 100% success in legal and fair competition

Increase in tax
earnings

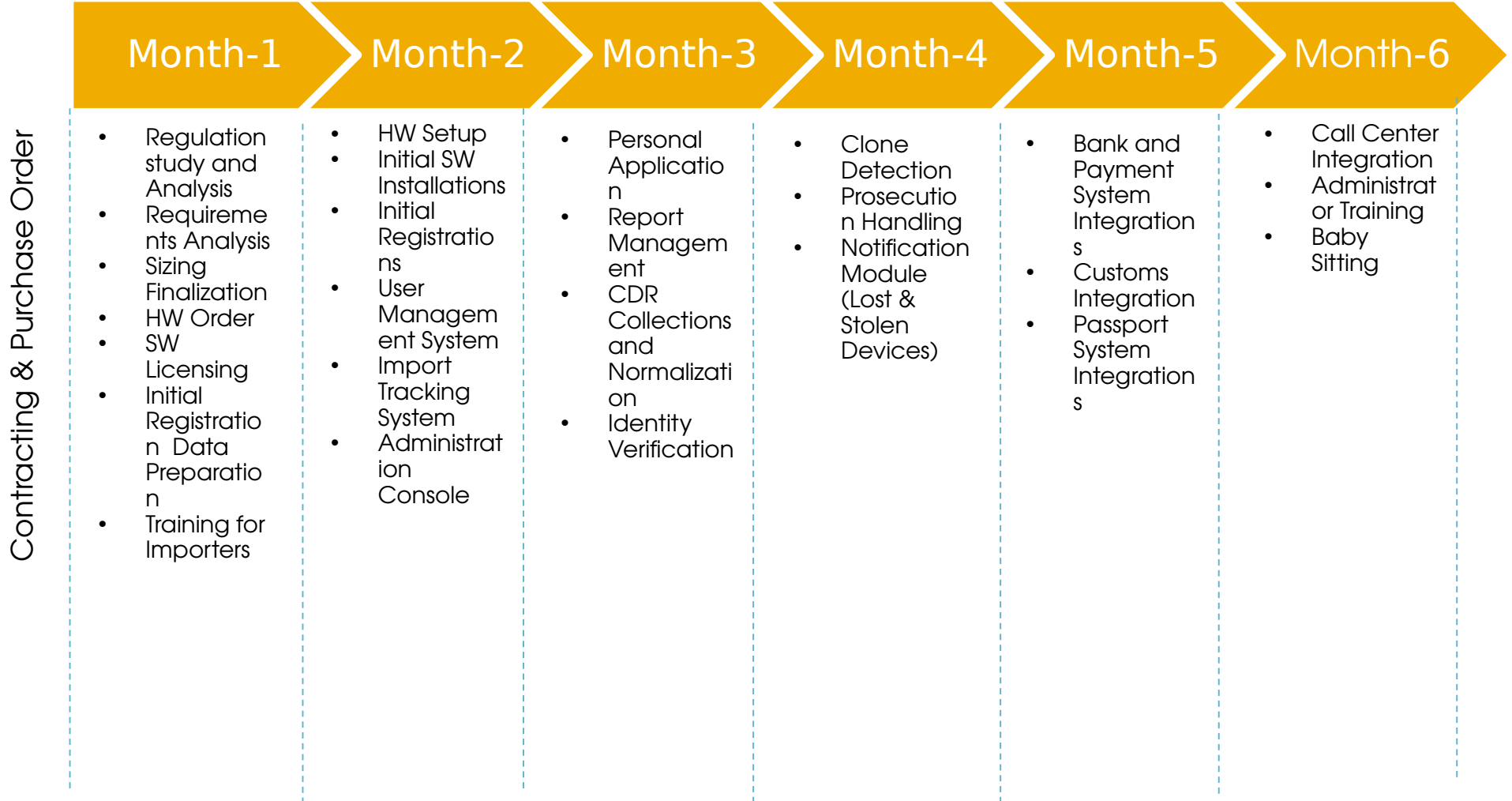
Registration and
follow-up all
mobile devices

Decrease in
phone theft

Fair competition
in the market

Revenue
increase by
value-added
service charges

Project Steps and Timeline



Turkey (1)

- In 2006, the Information and Communication Technologies Authority of Turkey (ICTA) established the Central Equipment Identity Register in line with the provisions of Law 5809
- Main aim - to prevent the use of smuggled, cloned or stolen mobile devices and tax loss and to protect the mobile business environment against illegal and unfair competition
- Mobile Device Registration System (MDRS) stores the IMEI numbers of all mobile equipment used in mobile networks in Turkey. Registered legal devices are stored in a list known as the white list, while other devices are stored in the black list. These lists are generated and updated by the ICTA and are shared with operators several times a day
- All devices whose IMEI numbers appear in the black list are blocked

(Source: WSIS Stocktaking Report 2015)

What we are offering?

25+ million \$ Government tax income per year

- ❑ Number of existing mobile phones to be determined
- ❑ Number of new mobile phones imported per year to be find out
- ❑ To help regulating mobile device market
- ❑ Help to reduce criminal incidents like smuggled device imports, thefts etc.
- ❑ To address security concerns related with mobile devices.



What is the advantage of MEIR?



explanation	GM	Total	TR	Total
Population		2.640.000		79.800.000
subscriber		2.640.000		66.000.000
# Imported devices per year 1/5		528.000		17.251.000
Average Phone Value \$		\$140,00		\$290,00
Customs duty	20%	\$28,00	%15,00	\$43,50
VAT Tax	15%	\$21,00	%18,00	\$52,20
Total Tax	35%	\$49,00	%33,00	\$97,00
Total Annual Import Tax Revenues		\$25.872.000,00		\$1.673.347.000,00

ref: <https://www.easyship.com/countries/>

Government MEIR Roadmap

- Making the MEIR project contract with the Authorized Firm by the Government State,
- Providing the legal infrastructure for the establishment of the MEIR System in Government,
-
- Authorized Firm Hardware System Room Installation,
- Authorized Firm MEIR Software Installation,
- Providing Integrations and Trainings of MEIR Software with Relevant Institutions,
- Importer, Operator, Prosecutor's Office, Security, Individual Application, Bank, Customs
- Initiation of IMEI Register processes in MEIR System.

TASKS

MINISTRY OF INVESTMENT: Authorization of the investor company regarding the MEIR project.

MINISTRY OF CUSTOMS: MEIR system integration to control the accuracy of customs documents and other information of Mobile Devices brought to the country by the importer company. .

SAFETY: Integration for Passport and Visa verification of Mobile Devices, Individuals brought with Passenger.

MINISTRY OF FINANCE - BANKS: Software Banks integration for IMEI Registration, Payment of Taxes and Fees, control by MEIR system.

MINISTRY OF JUSTICE: Integration of Turning On/Off Mobile Devices (IMEI) that are in the Prosecution process regarding Mobile Devices.

GSM OPERATORS: Integration of all mobile devices used in the country for sending CDR data to the State Center and for sending WHITE/BLACK lists to the Operator by the MEIR system.

INVESTOR COMPANY: Establishes, integrates, runs and operates all Software-Hardware infrastructures of the MEIR Project.



Thank You!