

La collection

été 07



La collection

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A sportscasted, relaxed collection

For its third Collection, Orange has designed new products with athletic features, combining advanced technological components with designed shapes, without forgetting performance. In particular with a renewed and strengthened livebox team Orange enables its customers to develop the best tactics in order to access the best of high speed and convergence services.

■ quicker...

A successful combination of sprint and endurance, internet and mobile broadband provides the fluidity and comfort of the leading specialists for all: ASDL, optical fibre, 3G+ ...

Users can select their own speed, depending on their constraints and current level of practice: live transmission on all channels (mobile, Internet, TV) or repeats on demand.

■ higher...

Take a deep breath and reach for the peaks: live high definition television for the Tour de France; the recruitment of new devices (Nokia, Sagem, BlackBerry®) in the unique team, which will be playing outdoor on the hotspots, following indoor games (at home, at friends' and at the office); Orange Messenger by Windows Live with video. Orange continually creates and broadcasts must-have content for supporters: Olympique Lyonnais, Rugby World Cup, Spanish basketball championship...

■ further!

Orange is pushing back the established limits, taking performance beyond borders: Tour de France in the United Kingdom, Belgium, France and Spain, the 2007 Rugby World Cup in Romania, the United Kingdom and France... Unique is adapted and launched in Spain, the United Kingdom and Poland.

three main lines for the summer 2007 collection

the Grande Boucle

racing against the clock for innovation

Orange relied on its Orange Labs and selected the most promising and advanced of the current technological trends to design some really different offers.

■ new generation Wifi

If we compare this generation to its predecessor, Wi-Fi-n (new wireless network communication standard 802.11n) considerably accelerates transmission speed and increases the geographic coverage of the wireless network.

Therefore, the user receives the communications' signal over a greater distance and benefits from a better quality transmission.

■ the arrival of optical fibre

The new livebox N is ready for an optical fibre connection, with extra high speed flow: up to 100 Mbits/s (or more) both in emission and reception!

■ Unique - ever more mobility and agility

With all the unique handsets, among which the new BlackBerry® 8820, and a specific package, net et unique, including broadband (without any landline subscription), IPTV and unlimited telephone calls from a unique mobile.

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■ the democratisation of advanced technologies for professionals

With Orange Internet offers, very small structures and SME benefit from the security of communications with IPSec, or from fax via IP (Fax T38).

■ even more reliable equipment

Livebox is equipped with reinforced anti-storm safety devices, with a resistance of 6 000 V (as compared with the current 3 500 V for livebox 1). The user can also access integrated assistance functions. Finally, Orange has selected the latest generation of processors, memory, and electronic components.

■ TV on the web, in order not to miss any key event

Everyone will be able to customize their "TV corner" with a dedicated bouquet of Orange Internet TV channels and access their favourite content from any Internet connection. Orange innovates once more and will offer a TV bouquet over the Internet, combining quality and content diversity (Live Orange TV, selection of web TV and videos, links to 24/7 video, programmes guide).

■ for a larger audience

As in "Handisport", where the rules are adapted so that the largest number of players can practice sports, Orange conceives products and services for the disabled and elderly. "Les offres autonomie, à chacun sa solution" are part of this strategy to consider accessibility for everyone.

the stadium

stick to the match

Orange proposes its designed know-how and multi-channel broadcasting capacities to companies organising events or championships in France and abroad, thus offering its customers the best of sports

■ multi-broadcasting

Via its different platforms and partnerships, Orange broadcasts content simultaneously on mobiles, Internet and television, providing possibilities for real time and deferred viewing.

■ live HD TV

Orange worked in partnership with France Télévisions for the live broadcasting of the Tour de France in the United Kingdom and in France on Orange HD TV (high definition television). A first for this event! This HD TV channel edited by France Télévisions is broadcast 24/7.

■ customized event-based content

Via all its platforms, Orange broadcasts audiovisual and editorial content for events such as Roland Garros, the Tour de France or the 2007 rugby World Cup, live or after the event. The general public can also publish its photos and share them with internet users. Finally, with on demand Olympique Lyonnais (OL), Orange offers an interactive TV edited by OL, combining videos produced by the club (games, magazines) as well as information about the Olympique Lyonnais and photos.

■ live or deferred viewing with Rewind TV

Orange invents the "travel in time TV" offering its customers an exclusive service, giving them access on all screens (TV, PC, mobile) to the main programmes of France Télévision channels, after they have been broadcast.

the media centre

ever more comfort and productivity for professionals

Sportsmen, sportswomen and reporters are always available and accessible, even on the pitch they can be permanently contacted thanks to flexible and easy-to-use services, such as Call attendant, making sure no calls are lost, the creation of an integrated platform for the management of services or the possibility to install an onboard system in vehicles.

la Grande Boucle

racing against the clock for innovation



The livebox team has strengthened its ranks with new members...

- **babybox:** my Internet and VoIP access – quite simply
- **new livebox:** a smaller and punchier feather weight fighter
- **livebox N:** a new off-field rider, ready for Wi-Fi-n and the fibre
- **livebox premium:** the best multimedia performances

Unique is developing and integrating new players in its team

- **net et unique:** handing over the relay baton in full sprint between fixed and mobile

These achievements are based on the technological innovations used by top level sportsmen and women and are now available for all. With the whole livebox team, you can have access to a plethora of services based on ADSL, Wi-Fi and optical fibre.

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babybox

My Internet and VoIP access – quite simply

What is it?

A modem providing access to Internet basics and unlimited telephone

- **simplicity** : the VoIP modem meets consumers' initial requirements: a high-speed Internet access and unlimited VoIP telephone.
- **ease** : the VoIP Modem is quick and easy to install.

Find out more

- **technology** : the VoIP Modem is compatible with Orange high-speed offerings and SIP VoIP telephones. It will be distributed in Poland, the Netherlands, Switzerland and Spain.
- **access** : the VoIP Modem is not available for Wi-Fi, only via an Ethernet cable.
- **rental** : free.

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New livebox

a smaller and punchier featherweight fighter

What is it?

All-in-one Internet equipment for families wishing to create a domestic IT network connecting several wired or wireless devices, to access Internet, the telephone and/or television via ADSL.

■ design

With its discreet, but elegant, features, its compact and yet designer look, the new live box fits just fine in any home decoration. Its compact size hides its concentrated content of ultra-advanced technology!

■ simple use

The new livebox is easy to install and benefits from a stand and optimised maintenance, with coloured cables and connections combined with light indicators making updates easy. Automatic and regular updates enable the user to benefit from the latest technology and the most advanced services, both for Internet and television plus on-line services.

■ peace of mind and reliability

The reliability of the new livebox provides consumers with real peace of mind. In addition, a new parental control option means that parents can now schedule during which days and time slots their children can access Internet. The new live box includes all the components necessary to protect PCs against Internet viruses and similar.

What it can do

■ **multisplay** offers key telecommunications' service with unlimited dual or triple play use: Internet, television and telephony. Home digital devices can be connected simply and simultaneously, making the new live box the convergence point for equipment and technologies.

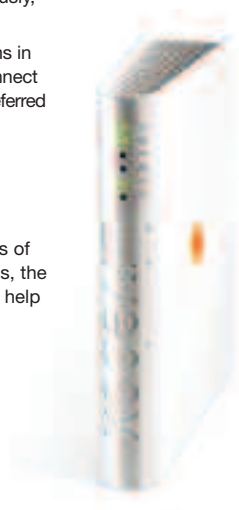
■ an ideal solution enabling users to **network several PCs in wireless mode** in different rooms in the house, to make telephone calls via the IP voice line or with a unique telephone or to connect liveServices (livephone, online photo frame, livezoom, Wi-Fi Extender, etc.) or games via the preferred console of the user.

Find out more

■ **equipment**: all the more advanced functions of the live box, from the latest generations of processors, memory and electronic components to ever more advanced Wifi connections, the livebox mini equipment also has increased anti-storm resistance (6 000V) and integrated help functions.

■ **availability**: July 2007 in the South-West of France, 2008 for the whole country.

■ **rental**: €3/month.



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New livebox N

a new off-field rider, ready for Wi-Fi-n and the fibre

What is it?

A complete telephone and Internet access solution, integrating the latest generation of high speed, Wifi-n, for very small structures, SMEs and households with up to 50 users.

- **performances:** Wi-Fi-n considerably accelerates transmission speed and increases the geographical coverage of the wireless network.
- **simple use:** Livebox N protects previous investment in telephony: fax, DECT, etc. It provides the possibility to access Internet from all locations in the company via Wifi and Wifi-n technology and enables all users to share the content of an external hard drive.
- **benefits:** This version is compatible with the Home services (liveradio, online photo frame, Wi-Fi Extender, liveprinter, livezoom...) and benefits from the advanced features from the business world (multi-line telephony, enhanced security, quality of service commitments, etc.).

What it can do

- this new livebox enables the company to adopt high speed without dropping its existing fax and telephony systems. The livebox N can integrate both existing and new installations. The livebox N provides a private and secure environment in which all users can access all company applications and unique technology, via Wifi-n, integrating complete high speed Wifi multi-user and multi-line telephone equipment.
- the livebox N has very high speed optical fibre connections as a standard feature.
- at the end of the day, independent workers and very small structures can benefit from technologies which were generally reserved for larger companies until now: secure exchanges with IPSec, IP fax (FAX T38)...

Find out more

- **technology:** the livebox N is equipped for optical fibre and Wifi-n access as a standard feature, enabling optimal speed. It allows data sharing on an external hard drive connected on its USB 2.0 port. The equipment applies advanced communications' technologies such as IPSec securitization or IP fax services using the T38 protocol.
- **availability:** November 2007 in France, beginning of 2008 for Belgium and Spain.
- **rental:** €5/month.



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Livebox premium

The best multimedia performances

What is it?

A brand new concept of livebox which goes beyond what is offered by traditional triple-play gateways on the market.

- multimedia: the livebox Premium offers a completely integrated and therefore simplified service to administrate and share music, photos and videos. For this purpose, the livebox Premium has an extractible hard drive, which enables the user to store contents and view them on any connected equipment of the house (PC, TV, Hi-Fi equipment...) but also to share them elsewhere with friends or relatives via a simple Internet access, or a mobile phone. All this without having to turn on your PC!
- connectivity: the livebox Premium offers a maximum connectivity (among which Wi-Fi-n and 4 ethernet ports and is compatible with very high speed Internet).
- innovation: the livebox Premium is compatible with a removable touch screen which drives all the home services: the Home interface.
- design: the livebox premium offers a new design, both innovative (no apparent wires) and designed according to a sustainable development approach.



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Net et unique

handing over the relay baton in full sprint

What is it?

A pack including high speed Internet (without any landline subscription), television and unlimited telephone calls from a unique mobile.

■ **the offer:** an 8 Mo broadband access, IPTV and unlimited calls from the unique handset to land lines in France and Orange mobiles.

■ **the unique concept:** call with one mobile telephone both on the mobile telephone network or via the livebox or via one of the 30 000 Orange Wifi access points. Any communication started via a livebox or Wi-Fi access hotspot will be transferred to the GSM mobile network if the user moves away from the connection point.

Find out more

■ **launch:** August 2007 in France.

■ **prices:** from €39.90 + €3 for the monthly rental of the livebox with a minimum subscription of 12 months.

■ **special offer:**

€29.90 per month for the first three months + free rental for the first 6 months + home installation for €1. Users will receive a free Sagem My 419x for each subscription to net et unique.

■ **compatible with all unique telephones:** Samsung P200, Motorola A910, Nokia 6086, Sagem My419x, BlackBerry® 8820 and Samsung P260 (available soon).
New references will empower the range of unique devices within end of 2007.

■ **launch of the offer unique and Broadband in the United Kingdom, Unico in Spain and Unifon in Poland**



The stadium

stick to the match



Running the circuit of sporting disciplines

- **Tour de France HD live:** with France Télévisions and Orange, the Tour de France completes the HD TV phase
- **Rugby World Cup Everywhere:** converted try for the 2007 Rugby World Cup
- **Olympique Lyonnais on demand:** OL plays on demand on Orange TV

No need to run to watch your favourite TV programs

- **Rewind TV with France Télévisions:** browse through a week of programs by France Télévisions

A top seat in the stadium for a global and controlled view of all major events: cycling, tennis, rugby, football, etc. Live or on demand, make sure you miss nothing!

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Tour de France HD Live with France Télévisions and Orange, the Tour de France completes the HD TV phase

What is it?

A world first: the Tour de France broadcast in high definition (HD TV) and live, from London to Paris 7 - 29 July 2007. For this special event, Orange exclusively broadcasts on its TV bouquet the HD channel specially edited by France Télévisions dedicated to following the Tour de France 24/7.

Orange also proposes permanent news of the Tour on Orange TV, orange.fr, and Orange World.

- **technological innovation:** thanks to images filmed by France Télévisions, Orange proposes to follow every step of the Tour live with high definition cameras, 24/7 (rebroadcast of the phases at night and in the morning) on channel n°50 of the Orange TV bouquet, making this a world first!
- **Tour de France everywhere:** the event is broadcast live on the three Orange mediums - TV, mobile telephones and Internet (with VOD and summaries of each phase).
- **simplicity:** the Tour de France, with a click on the remote control, the key pad, or the mouse!
- **an international feat:** in the United Kingdom, Orange, with the help of its partner Eurosport UK, proposes the live broadcast of each phase on mobile telephones. In addition to this, Orange offers the summary of each phase and the best moments of the Tour on mobile network and the Internet.

In Belgium, Mobistar, an Orange subsidiary, offers the same VOD on its mobile network as those available on the mobile network of Orange UK.

Find out more

- **on demand programmes on Orange TV:** beyond the Tour de France HD live broadcast, Orange TV viewers can access the VOD at any time to consult specific programs such as backstage images, produced by Orange.
- **Orange World:** mobile customers will be able to watch the Tour live and exclusively on their mobiles via the specific TV channel specially edited by France Télévisions. They may also consult the programs available on VOD on their mobiles: best-of the Tour, summaries of each phase, interviews, backstage, the chronicle of Laurent Jalabert...
- **orange.fr:** internet users will be able to access news of the Tour 24/24 (live Tour, results, classification, articles, photos, etc.), the VOD, the "Orange dans le Tour" blog **HYPERLINK** "<http://www.orangedansletour.com>" and information produced by the public, as well as photos of the Tour sent by viewers to Pikéo: **HYPERLINK** "<http://tourdefrance.pikeo.com>" **HYPERLINK** "<http://tourdefrance.pikeo.com>"



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Rugby World Cup Everywhere converted try for the 2007 Rugby World Cup

What is it?

As exclusive owner of mobile rights in Europe for the 2007 Rugby World Cup (RWC), as well as being the Official sponsor and official provider for telecommunication solutions, Orange will hoist all the grounds' colours to give you the best of this event. Beyond official content broadcast, Orange will be proud by displaying Rugby within its each and every platforms: mobile, internet and TV, as well as presenting all the fans of the Rugby ball experts or novices: TV reports, shows, banner headlines, games and animations related to or concerning Rugby!

- **Orange World** : French, British or Romanian mobile Orange subscribers will be able to watch the event from wherever they are, via live broadcasting videos of the 48 matches of the competition (best try scored, converted, sum up of each match), SMS/MMS alerts and a WAP mini-site (matches sum up, informations : texts and images...).
- **orange.fr** : thanks to its enriched editorial board, orange.fr will provide to follow the competition via: live scoring, news, all informations regarding teams and stadiums...., via accessible video on demand programs on 24/24 video (coup de sifflet, legendary matches...) and an online video game "Virtual Rugby World Cup by Orange".
- **Orange TV**: specific programs via accessible video on demand programs on 24/24 video (coup de sifflet, the experts meeting point, legendary matches...), plus a special event channel Rugby available as of September 7th, day of the "coup d'envoi" of the 2007 Rugby World Cup!
- **challenge/contest**: in coordination with "le journal du supporter", the best information (videos, sound captures, etc.) provided by internet users (newbie also) and posted on Orange.fr will be selected in a prize-winning contest. Another contest will be organised related to the Virtual Rugby World Cup video game. The very lucky winner will, trough this, be given the opportunity to win two plane tickets and two RWC semi-finals' places.
- **technological partnership**: as official mobile technology provider, Orange rally more than 500 technical experts for the 2007 Rugby World Cup, to display, the organisation committee, the 12 stadiums and the medias covering the event, the technology they are to need.

Find out more

- **"coup de sifflet"**: another example of short programs, produced by Orange, which participates to the educative approach of Rugby. When called out in the street by a false referee pointing out a fault, the public comes up with a range of interpretations, from fair to weird! A simple and funny way of getting close to Rugby rules!
- **availability**: official exclusive contents available on mobile in France, Romania, and United Kingdom.



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Olympique Lyonnais on Demand OL plays on demand on Orange TV

What is it?

The Olympique Lyonnais Supporters will be given the access to an interactive TV service which is 100% dedicated their number 1 club "Olympique Lyonnais".

They will also be able to watch via VOD (video on demand) the last OL matches, legendary matches, news, TV sport reports, but also the last scoop informations (agency copies on players, pictures...)

■ **innovation:** the first-ever interactive on demand football channel in the Orange TV, dedicated to the Olympique Lyonnais. Olympique Lyonnais' fans will be given the opportunity to access the service (channel 64) in using their remote and then navigate through the 4th available items (news, matches, magazine, and retro). With only a few remote clicks, they will access an enhanced selection of VOD contents, texts and pictures especially produced by OL Images the OL club multimedia subsidiary.

■ **choice:** subscribers through their interactive television service will be able whenever they want to search and select the matches they want to see, or see again the best of the event, and the great moments of their club. The OL on demand service will provide quality, enhanced information and background related to the leader for 6 years of the French championship!

Find out more

■ **lauch:** on august 2nd on Orange TV (France).



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Rewind TV with France Télévisions browse through a week of programs by France Télévisions

What is it?

Did you miss a program on France 2, France 3, France 4, France 5 or France O? From now on, without having to record anything, you may view or re-view any program via your television, computer or even your mobile telephone, within seven days, thanks to the Rewind TV service.

- **flexibility:** with Rewind TV, you can forget about time restrictions. All subscribers can now access the programs of France Télévisions during broadcasting and within seven days of broadcasting.
- **simplicity:** a graphical, ergonomic and easy-to-use interface enables users to select a time line for the last seven days and find the required program.
- **everywhere:** this service can be accessed via various mediums, ranging from the television at home, or a PC with an internet connection to a mobile telephone wherever you are.
- **choice:** with the France Télévisions On Demand offer, users can access programs broadcast between 18.00 and 24.00 on all France Télévisions channels, for a period of seven days after their public broadcasting, including during the initial broadcast of the program.

Find out more

■ **Rewind TV:** Rewind TV is a service developed by Orange simplifying browsing through the programs of France Télévisions channels. This system, equipped with an ergonomic and easy-to-use interface, has been adapted for each medium: television, mobile, PC, etc.

Once the user has selected the program to be viewed, all traditional video player functions will be available: play, pause, stop, fast forward and rewind, etc.

■ **equipment:** programs may be viewed on IPTV, PC, mobile devices and Nokia 60 Series telephones.

■ **availability:** pre-launch is planned for the third quarter of 2007.

■ **prices:** to be defined.



Telfrance Série / Rendez-vous Production Série

The media centre

professionals vote for Orange



- Espace Client Enterprise: the Orange club
- Fleet advanced: Rally co-piloting
- Call attendant: keeping a calm head when the action gets rough

Sportsmen and women and reporters are always available and accessible, even on the pitch they can be permanently contacted thanks to flexible and easy-to-use services, such as Call attendant, making sure no call is lost, the creation of an integrated platform for the management of services or the possibility to install an onboard system in vehicles.

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Espace Client Entreprise the Orange club

What is it?

Espace Client Entreprise is a personal secured portal, accessible from the following website: www.orange-business.com. Through this portal, Orange Business Services customers can administrate simply and swiftly the voice and data services they subscribed.

- **service:** Espace Client Entreprise is a new service aimed at corporate customers providing the possibility to manage online their relationship with Orange Business Services.
- **innovation:** Espace Client Entreprise provides access to the first direct service administrative platform, with automatic and immediate updates for modifications. Customers can control their own accounts and the services they wish to activate.
- **simplicity:** one single portal one single access point, one single identity.
- **a range of functions:** customers can execute all tasks such as create an e-mail account for a new user, credit accounts, add a new company mobile to the company's fleet, submit orders, manage invoices, check network performance, consult dashboards, all via one unique portal...
- **security:** one single password, one single user for access to land telephone and Internet services. Orange can provide all customers who so desire with the possibility to connect the Espace Client Entreprise with the Espace Mobility, with no risk to security, via a gateway between the two services, by merging the passwords and user codes.

Find out more

- **launch:** immediate for SMEs, T4 2007 for international companies, T1 2008 for large firm.
- **prices:** part of Orange Business Services. No additional cost.
- <http://www.orange-business.com/fr/sme/customer/index.html>



Fleet advanced rally co-piloting

What is it?

As a business machine to machine (M2M) solution for the effective administration of a fleet of company vehicles, Fleet advanced enables drivers to optimise their routes thanks to a navigation assistant, and companies to generally better monitor the fleet and each vehicle in particular.

■ **simplicity:** an onboard ready-to-go solution, including the devices, the communications' systems and the specific software. The driver has access to a touch screen which provides aid to navigation and receives the company's information in real time.

■ **flexibility:** real-time reporting of information from vehicles in the form of graphics or text (location, number and duration of stops, kilometres covered, etc.).

■ **peace of mind:** a complete service by Orange including installation, training, a specific hotline and a 36-month guarantee.

■ **security:** triggering of an alarm in case of predefined situations such as arrival at or departure from the site, exceeding the planned driving time, thermometer, etc. The Fleet advanced solution also includes an anti-theft device which blocks the vehicle during periods excluding use (nights, weekends). In addition, the driver can disconnect the system during non professional trips but still benefit from the navigation assistant.

Find out more

■ **launch:** already in the United Kingdom since 2006, September 2007 for France and in 2008 in Spain.

■ **rental:** €26 - €50 per month depending on the size of the fleet.



Call attendant

keeping a calm head while the action gets rough

What is it?

This service can inform a user that a call has been received, but that an immediate answer is not possible, by SMS or via a pre-recorded voice message.

- **confort:** with Call attendant, users have a new means of not missing important calls, even if they are busy.
- **simplicity:** the user simply needs to select a voice message or a predefined and customized SMS. Instead of switching to the traditional answering machine mode, the mobile will switch to the Call attendant mode: all incoming voice and text messages will receive an immediate answer.
- **business best practice:** with business relations, it is essential to demonstrate consideration and attention with regards your contact, in all situations. This is particularly important for customers or potential customers! And also to respect privacy by easily informing that you are not in a convenient place to have a conversation.
- **innovation:** Orange is the first operator to enable customers to reject a call in the form of an audio message.

Find out more

- **technology:** a new and improved customer SMS interface, resembling an instant message service. A pop-up window will open and propose that the user send an SMS to someone if the person is not available by telephone.
- **compatibility:** equipment compatible with Symbian 60.
- **prices:** free download of the software. Subscribers only pay for the transfer of data.
- **availability:** July 2007 in France.



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find out more about all the other Orange products and services presented at the “Collection été 07”

press contact: 01 44 44 93 93 or service.presse@orange-ftgroup.com

the Grande Boucle: racing against the clock for innovation

- new home services : Wi-Fi extender, online photo frame, liveprinter, new livephone (HD voice)
- Online TV Corner
- home interface
- Unique over hotspots
- BlackBerry® 8820
- Photophone and Siemens E365

the stadium: stick to the match

- Basketball Everywhere
- Roland-Garros Everywhere
- Interactive sport channel with the "CNOSF"
- Bubbletop, Orange Gadgets, Podcast on mobile, Orange photo, Mazonovideo
- Orange Messenger by Windows Live video inside
- New game portal goa.com

press room: professionals vote for Orange

- Business together
- Orange travel
- Secure my device

le lounge

- Point Visio-Public
- Orange Experience

to download the product sheets and photos of all these products and services:

HYPERLINK "<http://www.francetelecom.com/fr/espaces/journalistes/>"

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Notes

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