

La collection

automne-hiver 07



With Orange, you can always do more!

It is once again Orange's pleasure to share with you new demand-led products and an ever-increasing number of services designed to help Orange's customers do "better" by providing integrated solutions for what they are already doing piecemeal and do "more" with new usages. Orange's goal is to always give its customers more: **more peace of mind, more efficiency and more pleasure every day of the year.**

The 2007 Autumn-Winter collection brings together a panorama of the major Orange products and services developed during the past year. The latest innovations will help you:

- do more in your everyday life
- enjoy your music and TV experience more
- work more efficiently.

So wrap up warm for the chilly weather and get ready to have fun with new products that make it ever-easier to download, listen to and share music, watch television programmes and films at home or on the move, and improve communication at work.

These new products demonstrate Orange's tireless drive to fine-tune a first-class experience for its customers and to always be amongst the first to adopt a trend-setting new technology that breaks new ground or even replaces an existing one.

The products and services cover a wide spectrum, from the amazingly lifelike Virtual Presence videoconferencing system—which offers high-definition images, stereo sound and eye-to-eye contact—to the seemingly humble Home Library, which promises to change the lives of everyone in your family. Many of them, including Orange Money and Flybox, were designed to serve the needs of emerging countries.

Now let's pay a visit to the 2007 Autumn-Winter collection.

Remember, with Orange, you can always do more!

Ground floor

The Orange Collection 360° Panorama

Reach out and touch Orange products and services

As William Gibson, the famous science fiction writer, said, 'The future is here. It is just not evenly distributed.' Orange has chosen to gather all the major innovative products and services under the umbrella of the Orange Collection 360° Panorama.

Our customers are on the go all day long, and the Orange challenge is to provide them with the best services anytime, anywhere, seamlessly—at home, at work or on the move. The Orange Collection 360° Panorama takes you through a 24-hour day in the Orange way of life, full of groundbreaking innovations.

At home

Orange is making sure everyone is connected at home whether or not they have access to landlines or ADSL. All the joys of plug and play Internet, video and music are now available to everyone, thanks to Orange's offer of at-home WiFi coverage and voice telephony. And the walls between devices are falling as Orange makes it increasingly easy to seamlessly transfer data, video and music among PCs, TV sets and portable devices. Always explore more possibilities with your Livebox at home.

On the move

Orange is committed to keeping you connected to your business contacts in the easiest way possible no matter where you are, with products and services that simplify communicating with your entourage, surfing the Web, listening to music and watching video on the road with a variety of different devices.

At work

Orange offers a whole range of innovative products and services with only one goal in mind: to help professionals grow their business by making it easier for them to work effectively while saving time and money. Cut out the middleman with Orange's simple one-click installations and keep yourself and your colleagues and partners informed with synchronised PCs and mobile phones.

Flybox

The first Internet and telephony service for the home based on mobile broadband, mainly for countries where ADSL is not available

What is it?

Ever wondered why you needed an expensive landline to have fast Internet access? Now you don't. Orange has developed the first Livebox that uses the mobile network to offer broadband and voice services. With just one box, users who don't have a landline or DSL (Digital Subscriber Line) coverage can surf the Internet, send e-mails and talk on the phone, with access for three-four PCs and WiFi for laptops. Just plug it in, and you are online 24 hours a day.

What can it do?

Operating on the mobile network, the easy-to-use Flybox is quickly installed and offers broadband Internet access at speeds of up to 1,024 Kbits, a voice line with a mobile or fixed number, and a home or office network (WiFi and Ethernet) for a shared Internet connection. Everywhere, customers can now have broadband services with good indoor coverage in the home or office. The device can be moved to different sites as needed, and can be used with standard and analog phones. Flybox is the first multiplay product especially designed for mobile-only Orange countries.



Find out more

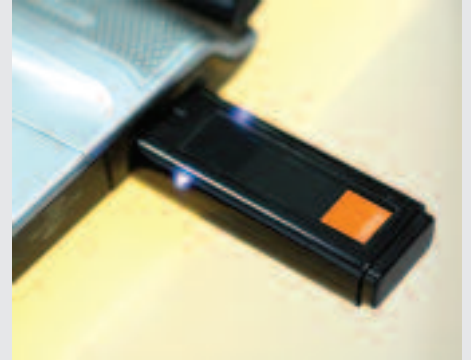
- equipment: enhanced data coverage compared with PCMCIA (PC Memory Card) and USB (Universal Serial Bus) modems. WiFi and bandwidth of up to 512 Kbps-1 Mbps (depending on network load, coverage, simultaneous users, etc.). Possible to connect several PCs through WiFi or Ethernet ports. Voice transported through GSM (Global System for Mobile) or UMTS (Universal Mobile Telecommunications System) circuits. Landline can be used if necessary. Box connectivity: WAN: auto-selects best network (2G, EDGE, 3G or HSxPA). LAN for data: WiFi 802.11 b/g and four Ethernet RJ45 ports. LAN for voice: one RJ11/RJ45 standard FXS port. External power supply required.
- when: November 2007 in Romania, and during 1st half 2008 in Slovakia, Spain, Jordan, Egypt and Moldavia

Internet Everywhere

Your world within reach, with a modem that fits in your pocket

What is it?

Remember what a nightmare it used to be to connect your laptop to the Internet when you were on the move? Then WiFi came along, but finding a hotspot is not always so simple. Now there is an alternative: Internet Everywhere. With just one click, you are connected to the Web at home or on the road via mobile networks. Your laptop is Internet-ready wherever you are, whenever you want it, enabling you to work or relax while enjoying your favourite films, TV programmes and music on the road.



What can it do?

As fast as ADSL thanks to 3G+ (HSDPA and HSUPA in some countries—e.g. Romania), Internet Everywhere allows you to surf the Web with just one click. Perform all the same tasks you would at home from wherever you are: surfing, e-mailing, downloading music and videos, radio streaming, etc. The simplified Orange software is easy to install and easy to use. Easy to install: with plug&play devices, the setup is up to 4 times faster than before with an install CD-Rom. With embedded laptops, Internet Everywhere is ready to use (no installation needed). Easy to use: the software layout is simplified; only one click is needed to connect to the Internet.

It provides faster connection speeds than comparable offers (7.2 Mbps), and allows Orange to provide one of the best coverage in France, thanks to its extensive network (EDGE, 2G, 3G and 3G+).

Internet Everywhere is also a great solution for at-home Web connection in countries where ADSL is not available. Orange is keen on proposing mobility services for all and has launched its own connection kit compatible with the Macintosh operating system, enriching both the Internet Everywhere and Business Everywhere solutions.

Find out more

- equipment: a very large range of devices—USB modems (with a compact stick modem), cards (PCMCIA and Express Card formats), embedded laptops (with embedded 3G/3G+)—and a unique Orange connection kit compatible with all these devices.
- pricing structure adapted to user needs (unlimited access; daily packs; nights and weekends; prepaid passes; student packs; etc.); varies in different countries.
- when: in Belgium in November 2007, already available in France, Slovakia, Poland, Spain, Romania and Switzerland

Switchboard

Corporate-style efficiency and professionalism for very small businesses

What is it?

The days of the full-time receptionist answering the phone and taking messages are over for most small businesses, replaced by direct lines and voice mail. But maintaining a professional image can be difficult without an efficient, easy-to-use set-up. That's why Orange is introducing Switchboard, a micro PBX (Private Branch eXchange) software embedded in the Business Livebox. It is so simple to install and use that your system will be up and running in no time—no waiting days or weeks for a technician to come each time you need to perform changes.



Switchboard is designed to deliver professional telephony services to small businesses (between 3 and 20 users) with fixed Voice over Internet Protocol lines. It enables everyone in the office, including the administration, to quickly and easily manage telephone services themselves through a simple Web interface.

This new feature is easy to install and inexpensive to maintain as it is completely embedded in the Business Livebox. Added to an efficient pricing, it delivers more than a traditional micro PBX and saves time for all users.

What can it do?

The easy-to-use system features include voicemail (and forwarding of voicemails by e-mail), call management (call forwarding, transfer, signalling, etc.), an internal numbering plan, speed dialling, automatic off-hook, call pickup, simple call-back (to the last caller or a person you have been trying to reach as soon as his or her line is free) and on-hold music.

Find out more

- equipment: a complete micro PBX embedded in the Business Livebox, with Internet Protocol phones for users and Web interfaces for the end-user, administration and installer. Includes a Web configuration tool in French and English and a list of validated IP phones. Based on SIP telephony.
- when: Q1 2008 in Poland (as a Business Pack option)

WiFi Extender for Business

Cable-free expansion

What is it?

Impossible to surf the Web from your meeting room because your WiFi coverage ends at the office door? Can't wait two weeks for a technician to come and connect your new employee to the Internet? WiFi is wonderful—fewer cables to deal with and the freedom to roam with a laptop—but what do you do when your business expands and you need wider coverage on your premises? Easy. You install Orange's new WiFi Extender for Business, the first device to “democratise” WiFi mesh services. Simply plug in one or more access points to your Business Livebox or Livebox Pro and you're ready to go.



What can it do?

The WiFi Extender for Business extends your wireless LAN (Local Area Network), making it possible to use Unik everywhere in the office or other workspace. There is no need to call a technician, since no user configuration or cable installation is required. As many WiFi access points as needed can be added, with no holes to drill or cables to plug in. WiFi Extender for Business finally makes the wireless 'business zone' a reality for companies with up to 50 employees.

Find out more

- equipment: Mesh WiFi Kit with four Ethernet ports, each of which can be used simultaneously as a WiFi Access Point and a hub for plugging in fixed devices. The first Access Point is plugged into the Livebox through an Ethernet cable, and then plugged into the electrical power supply. The second one can be plugged into any electrical outlet to provide WiFi coverage or Ethernet connectivity where it is needed. As many other WiFi Access Points as desired can be added. Comes with a user guide, electrical adaptors and Ethernet cables.
- when: Q2 2008 in France

More Orange Products and Services

Text Talk

Do you find that typing a text message on a mobile phone is difficult, time-consuming and sometimes frustrating because it's hard to type on handsets and hard to get the tone of your message just right? A new Orange service, Text Talk, lets you leave a voice message that says it all—“Happy Birthday,” “I love you,” “I'm sorry,” “Let's talk,” etc.—without disturbing the recipient.

Here's how it works: simply press asterisk (*), then dial the recipient's phone number. Speak your message into the phone. The recipient receives a text message from your number informing him or her of the arrival of a voice message and showing how to retrieve it. You then receive a text message informing you that the recipient has listened to it. No more messing around with language settings or keypads. This voice messaging system can be used to send messages to mobile phones anywhere in the world. The same message can be sent to several recipients. No subscription or provisioning required: simply speak your mind and pay for each use. For a slightly higher cost, you can send a premium message with background music or fun tones, or even send a pre-recorded joke.

- when: just launched in Jordan, already available in Dominican Republic and Egypt

Orange Money

Hate waiting in long queues to pay bills? Live in a place with a cash economy where banking services are distant or rare? Worried about the safety of dealing in cash? Orange Money offers a simple, safe, efficient way of solving these problems by letting you do your basic banking directly on your mobile phone, a boon for people in emerging countries.

Just open an Orange Money account and use the simple menu to deposit cash in local currency, pay utility bills, pay for goods and services, transfer money to friends and family, pay bills or top up a mobile phone—all in perfect security. Recipients can withdraw the payment in the local currency.

This service is ideal for lenders and recipients of microcredit loans, since both parties save time and resources that would have been wasted on making or collecting payments. Users save money when transferring money to friends or family since they no longer have to pay the high fees charged by traditional money-transfer services. Once you have subscribed to the service, which is compatible with all mobile devices, you have automatic access to all features on the menu. You can use the mobile phone interfaces (USSD [Unstructured Supplementary Service Data] menus, SMS) to carry out your transaction and receive confirmation of it from the other party, easing your mind about whether the money has been received. You can also verify your last five transactions on the mobile. Retailers have the choice of recording transactions on either a mobile phone or the Web.



Signature devices

Tired of pushing button after button on your handset to access all the new services on offer? Signature devices offer one-click access to key services, providing a simple, intuitive customer experience with an Orange look and feel.

For this new season, our Christmas collection showcases a selection of attractive new phones, made by such manufacturers as Sony Ericsson, LG, Sagem and Alcatel, that are adapted to Orange's wide range of services and the different needs of users. The Signature programme's goal is to take the best handsets and make them better by working in partnership with device manufacturers and service application providers to customise each one.



new unik devices

Homeplug

Having nightmares about all the plugs and cable spaghetti in your home and office? Your daughter wants more privacy to chat with her friends online, but you aren't willing to run yet another cable from the Livebox to her bedroom? Once again, Orange has found a way to simplify your life with the Homeplug (Liveplug in France), the first plug on the market that connects to the Livebox and multiple devices (TV, PC, game console, etc.) with a pushbutton, turning your power line into a Local Area Network with no extra cable.

Homeplug is incredibly simple to install, with no CD-ROM required: to add more plugs (three or more), just push the tiny button to connect your set-top box, PC and game console. Security is ensured by encrypted transmission between the plugs. The device is compatible with all electrical installations (power line transmission is more reliable than WiFi) and all services are provided, even streaming high-definition TV.



- when: Q1 2008 in France (Liveplug)

First floor

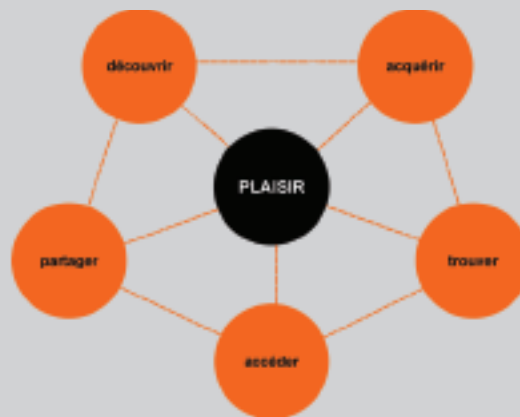
Experience more fun

After the first glow of a 360° day in the life of a generic Orange customer, let's meet with real Orange customers to find out about their expectations and how they use music and TV today.

Many people are overwhelmed by the new technology now available for accessing music, games or TV—they often feel lost, disempowered or even stupid ('I hate having to ask a 12-year-old for advice,' said one).

Wonderful new ways to enjoy music, games, TV and photography are constantly becoming available, but after buying new software or products people often discover that they are not compatible with what they already have. They want just one simple thing: for everything to work together and deliver the service they were looking for whenever they want it.

To break down these barriers and offer its customers maximum enjoyment, Orange, according to its customer-centric approach, enables a TV or music experience that follows all the steps of their usage pattern (discover, acquire, manage, listen&watch, share).



TV experience

New Orange TV Portal and enriched VOD services

What is it?

Bruce Springsteen's lament, 'Fifty-seven channels and nothin' on', is a thing of the past with Orange's array of improved TV-viewing options. Orange TV and 24/24 Video offer the most comprehensive selection of programming including HD on IPTV platforms, with the best selection of TV channels and a catalogue featuring nearly 9,000 programmes including 2,900 movies.

What can it do?

New 24/24 Video portal - Sleeker, simpler and more intuitive, Orange TV's completely revamped user interface offers

viewers a richer and more satisfying TV and video experience, with simpler navigation and faster access to a wide selection of programming available anytime, live or on demand, on your TV screen. Through the 24/24 Video service, you'll get pay per play VOD, free VOD, SVOD (kids, music, series, etc.), HD programmes and adult programming under parental control. Additionally, if you have missed your favourite TV show, you can watch it on demand after it was aired on your TV, PC or mobile, through Rewind TV, an exclusive "catch up TV" service available thanks to a forerunner agreement between Orange and French broadcasters France Televisions.

- when: Q1 2008

24/24 Video goes mobile: For the first time, Orange makes it possible to buy or rent films and video content outright on your PC and transfer them to your mobile phone or your portable media player by a simple "drag and drop" using the Orange Media Player. Thanks to great partnerships, this innovative service will offer the best programming on the move: you can for example buy ("download to own") the movie "Taxi 4" (Europa Corp), rent "Cashback" (Gaumont) or "Les Lascars" (Millimages), and watch them either on your PC or your mobile.

- when: 1st semester of 2008

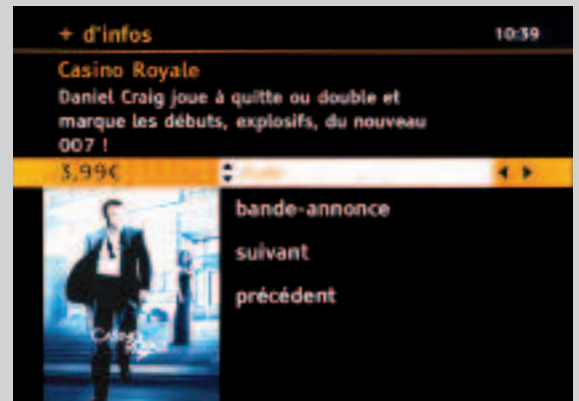
SVOD now available on PC: Orange was the first to offer Subscription Video on Demand (SVOD).

This 'all-you-can-eat' service proposition dramatically simplifies users' lives by allowing them unlimited access to a wide selection of content from a chosen theme (e.g., kids, series or music), which can be watched anywhere, and anytime they want: on Orange TV and in the coming months on your PC as well. All that with one simple subscription that belongs to a person, not a screen. New content is added every week.

- when: 1st semester of 2008

24/24 Games and Discovery: Orange's first ever game offer on your TV set, 24/24 Games and Discovery allows you to play a variety of high quality entertainment and educational games, including videos animations, as much as you want, using your TV remote control through a user-friendly interface. This "all you can eat" SVOD service gives you access to different types of games for all the family such as: TV games, kids, adventure, educational, quiz...

- when: Q1 2008



Preview: TV on Unik

Maximum quality, minimum fuss

What is it?

Who wants to watch TV on the tiny screen of a mobile phone? You do, now that Orange is introducing high-definition quality to its Unik mobile phone. This is a service every family member and traveller will appreciate, since it offers the best possible quality wherever you are—in an airport or sitting on the sofa with your family while they watch the rugby match on the big-screen and you catch the latest episode of your favourite series.



What can it do?

It upgrades the video encoding profile on a Unik mobile phone to the high-definition profile of 250 kbps (the Edge video encoding profile is only 50 kbps) when connected to a Livebox or WiFi hotspot, offering the best-quality personal TV experience possible. The network intelligently chooses the best connection available—Livebox, WiFi or GSM—offering optimal TV quality wherever you are. The user has access to over 50 TV channels on a mobile phone, far more than offered by other operators, with high-quality images and sound.

Find out more

- equipment: this service is available for some Unik phones
- when: end of 2008 in France and other countries

TV on mobile

As part of its goal of breaking down barriers, Orange wants to make it possible to watch TV not just anywhere, anytime, but with the best-possible quality, easy channel access and browsing. That means making high-definition TV—with a resolution that is three times higher than traditional TV—available for all media and all devices.

Preview: Home Library

Sharing personal entertainment with the whole family

What is it?

Do you sometimes get to work and kick yourself because you forgot to programme the recording of your favourite TV show? Are you addicted to your favourite music, but can't play because your son took your laptop to a friend's house? Want to look at baby's birthday photos but can't remember which device they are stored on?

If you are ready to take the leap from the personal to the collective world of multimedia, none of these things will be a problem any more thanks to the comprehensive Home Library. This little gem may look like a simple external hard drive, but it is really much more. It is also a TV recorder centralizing the whole family's contents and delivering them on any device.



What can it do?

This external hard drive connected to the Livebox centralises your whole family's digital home content (photos, music, videos, etc.) in one unit and lets you remotely launch and programme your TV recorder with full security from your mobile phone or any connected PC. It holds over 280 hours of TV programming, ready to be watched whenever you wish (even when the PC is off). Its content can be played locally either on the most appropriate device for the best quality or remotely from any connected PC through the Internet.

One more important advantage: its reasonable cost. For the price of an external hard drive, you also get a TV recorder that is fully integrated into the Orange ecosystem.

Orange is the first to offer such a complete integrated media server and TV recorder solution based on an external hard drive. This is something no family will be able to do without once they have experienced its convenience and simplicity. Business has never been better...

Find out more

- equipment: 500 Gb Orange-labelled External Hard Drive (based on a Network Attached Storage, or NAS, storage device, an external hard disk with LAN capabilities), connected to the Livebox. The Home Library TV recorder function is integrated with the Orange TV portal and platform and uses the Orange Programme Guide. A UPnP (Universal Plug and Play) media server and a file server are embedded in the Home Library Media server function.
- when: end of 2008

Music Experience

Orange's new offerings will be music to your ears—more music, of better quality that's easier to access. Lend us your ears and start listening now, any place, any time.

Orange Music

What is it?

Want to own a song you heard on the radio but don't know who the artist was?

Tired of downloading music tracks to your PC and then discovering you can't transfer them to your mobile phone? Fed up with cumbersome methods of downloading songs to your mobile? Not happy with being restricted to only one type of device?

Orange Music solves all these problems and gives you a choice for the first time: buy your music on either the Web or your mobile phone, and download the track to the mobile or transfer it from the PC to the mobile via cable. With this seamless music experience, you can now listen to a digital music track on your PC or mobile whenever, wherever you wish. And you'll save an incredible amount of time.



What can it do?

The Orange Media Player desktop software lets you manage podcasts and rip and transfer music from CDs to your mobile. The Music Store mobile application provides one-click access to the Orange music catalogue and store wherever you are. It has been pre-installed in a wide range of music-compatible Orange signature handsets and is compatible with a wide range of mobile handsets from various manufacturers. You can browse from a selection of 500 new releases, best-sellers and current tracks or search for a song within our catalogue of over 1 million tracks, preview 30 seconds of each track and buy what you want. To further simplify your life, your mobile and Internet Music Store accounts can be synchronised, so you have only one account to deal with. Another cool feature: while a song is playing on the radio, if you hold your mobile up to the speaker, you will receive a text message with the name of the track and the artist.

Orange Music lets you quickly, easily and cost-effectively manage all your music—whether purchased tracks, playlists or tracks from CDs—and transfer it from your PC to your mobile phone. A choice of transfer methods lets you decide which is best for you at a particular moment. The over-the-air transfer option for tracks purchased from Orange eliminates the need for cables, and when you change mobiles, you won't lose the music library you have spent so much time building.

On top of all that, another service, Music Cast Video (preview), offers interactive, personalised music video channels on both your PC and mobile. Use the simple menu to select an exclusive smart channel from our selection. You control what Music Cast Video plays by choosing which music videos you like or dislike, and Music Cast Video adapts the channels to your taste. This fast, easy-to-use free service offers a fun way to watch music clips and to discover new artists.

Find out more

- equipment: the Orange music store works on 2.5G, EDGE and 3G networks and is currently available across a wide range of mobile handsets from all major manufacturers.
- when: the desktop software will be available from November 2007 in the UK followed by France, Portugal and Romania in the first quarter of 2008. It can be downloaded free of charge from the Orange internet portals.

SoundTribes

If you are a musician and are getting great reactions from your entourage you probably wish you could share your creations with the widest public possible. Now Orange makes it easier for artists and music groups that are languishing in anonymity to get the word out, sell their music, build a fan base and stay in touch with it through SoundTribes.

This innovative site (www.soundtribes.com) will bring together two of the Web's most popular features: social networking and market place. It has its own advanced social network and also helps musicians with the technical aspects of the music business by providing a music broadcasting platform, a unique rights management and reporting system, a music recommendation engine (through the social network) and a ringtone creation tool. Not only can they receive valuable exposure that may lead to contracts, but they can also earn money by selling songs and ringtones via the site.

Fans can use it, too, to find new artists and make new friends who share the same taste in music. The site is offered in English, French and Spanish versions. New beta features will be added regularly to this constantly evolving site. Next up: a remixing tool.

- when: the beta version is online since September 2007

Liveradio

Is radio a thing of past? Not at all. Radio has been reborn thanks to the Internet, and now Orange, is taking Web radio off the computer and letting you listen to stations from all over the world wherever you are with Liveradio, the first portable WiFi Internet Protocol radio that gives you access to libraries of over 3,000 radio stations and 300 podcasts. And, thanks to Liveradio's improvement, the sound is even better, you can now listen to music files stored on your PC and, to new compatible radio stations like the BBC.

With the new Liveradio web site, you can listen to radio stations and podcasts directly on the web player and find all the bookmarks, which record the details of songs you heard on the radio and search for them on the Orange Music Store.

The Gadget application, which can be downloaded from the Web site, lets you list 8 radio stations on preset buttons.

- when: Q1 2008 in the UK and Switzerland, available in France



Orange Island

In its quest to keep a sharp eye on future Web developments, Orange has ventured into one of the Web's edgiest territories: the Second Life environment, a three-dimensional virtual world, whose +800,000 active users create new identities, buy and sell property and goods and services, and interact in a parallel universe.

This is not a money-making venture for Orange, but a way to keep in touch with cutting-edge developments and trends—3D is the wave of the future for the Web—and the creative and innovative actors who are making this happen. As part of this otherworldly community, Orange Island is holding events on a regular basis (virtual concerts, developers gatherings, community contests, etc.), and is supporting creative projects by granting “land” to support innovators ideas.

Orange Island is also a place to relax, meet people and share ideas.

Orange Island is an opportunity for Orange to promote content within a creative and innovative community, and to develop links with Orange “web2.0” services.

Blog: www.orange-island.com



Second floor

Work more efficiently

Reacting to business users' input, Orange has developed some spectacular solutions, driven by their expressed desire for better ways to collaborate with their colleagues and work on the move.

Who are these interactive managers? Mainly white-collar workers, project managers and technicians who are often on the road and are looking for increasingly high-performance everyday professional communications, with more immediacy and more fluidity in one click. They are also looking for ways to improve long-distance communications to limit their professional travel to the essential.

Orange was thinking of these always-on-the-cutting-edge customers when it designed its new business communications solutions.

Reach Everyone

Simplifying communications for better business

What is it?

You just received a Request For Proposal from your biggest customer. To set up the right team to respond properly, you need to contact key people and partners, but you are not sure your address book has been updated, and some contact information is on your PC, while the rest is on your mobile and PDA.

Luckily, Orange hasn't forgotten about the needs of small businesses. With Reach Everyone, your address book is always updated and you can use it to get in touch with the relevant contact in just one click, using the appropriate communication mean. This open communication interface integrates all the basic and advanced communications services business users need, with continuous synchronisation between your PC and mobile. All the information you need is in one place and accessible from the Web or your mobile at any time. To make a phone call, chat or send a text message, e-mail, or fax, just click on the name of the recipient. What could be easier?



What can it do?

This easy-to-use communications suite included within your business broadband access allows you to manage all your business communications (e-mails, agenda, files, etc.) in one place, with a consistent user experience on PC and mobile device, wherever you are. Not only that, but it is amazingly user-friendly.

In the office or on the move, you will have the tools you need for optimum efficiency everywhere: you and your employees can communicate better, share more information and access your most frequently used applications, tools, information and tasks.

With this all-in-one, plug-and-play solution packaged in Orange broadband offers, decision-makers are freed from the daily management of technical solutions for their employees and they enjoy peace of mind thanks to secure, encrypted connectivity for all devices and secure information storage.

Standard features include e-mail, a personal information manager with sharing capabilities, real-time communication, a shared disk unified voice mail. Reach Everyone helps promote a professional image of your company with e-mail customised with your domain name.

As an option, it is possible to easily integrate in a mash-up mode other Orange services such as Multimedia Conference, an online tool for organizing web and audio conference.

The first use of Reach Everyone is as simple as surfing the Web; just log in and communicate.

Let's hear from a user: 'With Reach Everyone all my professional communication is in one place. I can find all my e-mails, contacts and meetings in one single interface, so I can jump from one to another in a second. What's really nice is that the interface is available from my office PC, my home laptop, my accountant's PC—any PC in fact—and even on my mobile phone. I don't miss any e-mails, and when a client cancels a meeting 15 minutes ahead of time, I can reorganise.'

Find out more

- equipment: no installation required. Includes a business communication suite, Web presence products, an integrated self-care portal, a Web 2.0 interface, Reach everyone for Mobile and collaborative tools
- when: December 2007 in Belgium, mid-2008 in France

Preview: Virtual Presence

Onscreen reality

What is it?

You've just had your first videoconference with a potential client, but it didn't go very well: the image was fuzzy and the sound worse. You feel like you haven't really connected with him and wonder if you shouldn't have spent the money to fly there for a face-to-face meeting. All that will change with Virtual Presence, the first videoconferencing platform designed to bring you eye-to-eye with the other party in high definition and with high-quality stereo sound.



What can it do?

With this easy-to-use set-up, you will truly feel like you're in the same room with your clients or colleagues for the first time ever. Studies have shown that nonverbal communication accounts for 65 per cent of total interaction at a meeting, but with previous videoconferencing set-ups, participants couldn't look each other in the eye. Virtual Presence has a new design that directs each person's eyes to those of the person he or she is speaking to, for an experience that's so natural you might forget that there is an ocean or a continent between you. When people talk at the same time or interrupt each other, their voices can still be heard. And you've saved a fortune on travel costs and lost work time, and even contributed to saving the planet by avoiding highly polluting air travel.

The life-size images are shown on a single 42-inch high-definition TV screen. To call the other party, just click on his or her phone number on the screen. Up to four different sites can attend the videoconference simultaneously. If a participant is not available, he or she will be informed by text message that the conference is beginning. Virtual Presence can even connect with standard videoconferencing devices or with mobile phones and fixed lines (3G will available soon).

This plug-and-play system is ready to use with an automatic configuration facility customised to user specifications. As soon as the network is connected, your contact list is displayed, and you make the call.

Find out more

- equipment: the ready-to-go Virtual Presence package includes the network access, devices and services (product options and support)
 - ▶ devices: HDTV (42-inch screen), stereo microphone, keyboard and mouse, HD videoconferencing system (Telepresence-based), HD camera, PC/Set top box (dependent version)
 - ▶ service: The Virtual Presence application server and the MCU (multi-conference call unit, or 'the bridge') can be plugged into any kind of Internet Protocol Multimedia Subsystem Voice over IP platform.
 - ▶ network: Livebox-N (fiber ready) or Business Livebox, 4 MB symmetrical
- when: 2008