



La collection

10th edition



November 2009

10 collections distinguished by innovation and simplicity... since 2006

La collection: a showcase for Orange innovations

Launched in 2006 by Didier Lombard, *La collection* unveils *new Orange products and services* several times a year, offering a foretaste of *new usages*. In presenting these innovative products and services, Orange is making a commitment to launch them within the coming year, both in France and on international markets.

Over 150 innovations have been shown in the past nine collections: new products and services for both private and corporate users, new convergence offers, services for the health sector and advertisers, and new content.

The Group takes an international approach, launching the products presented in the collections in those countries where Orange is present, on condition that they respond to the needs of local customers. Many of the products shown have been marketed in more than one country, among them:

- The Livebox, launched in 16 European and African countries;
- The Flybox, a dual-play offer on mobile networks, now available in 6 countries;
- Internet and Business Everywhere, now available in 23 countries;
- High-Definition Mobile Voice, a world premier launched in Moldova in 2009;
- High-Definition mobile TV, now available in 6 countries;
- Orange Music Store, which allows users to listen to songs on PC and mobile in 9 countries;
- Reach Everyone, a communications suite for professionals, has been adopted in Belgium, France and Senegal.



Yves Tyrode
EVP Technocentre

“The collections are the fruit of collaboration between R&D, marketing, design and network teams, organised into project teams in the Technocentre. They always pay great attention to our customers and users, with the goal of making innovative products available to the widest possible number. That is why simplicity is our trademark, etched into the DNA of our innovative approach.”



More meaningful contacts with your communities

To celebrate its 10th collection, Orange presents new products and services that offer a more intense communications experience and increased sharing possibilities, bringing you closer to your communities and allowing you to express yourself more clearly and meaningfully, not only to friends and family, but to all those who share your personal and professional interests.

These services – designed to improve communications, entertainment and everyday life – offer you more intuitive, personalised and interactive ways to communicate.

More intuitive communication

As its interfaces become even easier to use, Orange lets you forget about technology. Rather than dialling a phone number, for example, you can just touch the photo of the person you are calling on the new Livephone Touch or on a mobile equipped with Closer Communication. With its extremely easy-to-use tactile and visual interfaces, Orange eliminates complicated operations and lets you stay in touch in a more natural and enjoyable way.

More qualitative communication

The innovative communication products and services presented in this new collection make conversations with your contacts much more enjoyable thanks to High-Definition Voice. And now that landlines are becoming more like mobile phones and vice versa, you can have the best of both worlds wherever you are.

More personalised communication

As the web knits far-flung virtual communities around the globe closer together than ever, you can be sure that Orange is there with new services that facilitate the sharing of information, opinions, messages, videos and photos – and the emotions they convey – on your mobile phone. Orange brings the world of the web to your handset, notably with its interactive ON application and the Closer Communication service, which update you immediately on what's happening with your communities, bringing them closer to you and personalising your communications.

More interactive communication

Even the home television set is becoming increasingly intelligent and interactive, while showing all of the home's digital content. The living room becomes the centre of the digital world – with videos, music, photos and TV programmes – thanks to services like Media Centre, which is integrated into the new evolutive Set Top Box and, when connected to the Livebox, brings the web to the TV set and makes it interactive.

Orange is not only making person-to-person and person-to-group communication easier and more practical, but is also improving communication between people and machines, and between machines themselves. Examples include services like Vending Anytime, an efficient, cost-effective solution that makes sure machines are always well-stocked and in working order, to the benefit of both businesses and their customers.

Technology is bringing people closer together every day, and Orange assists the process not only by constantly offering new, improved products and services, but also by creating a plethora of community-oriented web sites and applications. People Projects, for example, helps users set up collaborative projects. Music lovers can listen to their favourite sounds on WorMee and RadioMee, while WebCity and Cityvox allow residents of a city to share great ideas for an evening out, and Rincón Del Vago helps students have fun and learn while doing their homework.

Discover La collection 10th edition online as if you were there

at www.orange-innovation.tv/lacollection, Orange's web TV devoted to innovation:

- “Best of...”: the highlights in just 1.5 minutes
- “Guided tour”: the 10 innovations demonstrated in a three-storey exhibition space
- “News special”: Laura Tenoudji live for more information on innovation
- “What is it?”: reactions of the first consumers testing the products
- “I believe it/I don't believe it”: bloggers' immediate reactions
- “Behind the scenes”: spotlight on each innovation, for the whole story

Good to know!

For the 10th edition of La collection, a selection of products will also be presented on 24-26 November 2009 in Bordeaux (Orange boutique, 93, rue Sainte Catherine) and Nantes (Orange boutique, 28, rue de la Marne).

Visiting La collection

Fourth floor:

Lounge & animations

- Contacting my communities:
an interactive workshop on community web sites

Second floor:

More sharing: entertainment

- New Set Top Box ★
- Media Centre (concept) ★
 - Video Party
- Orange TV Player via Wi-Fi

First floor:

More emotion: communications

- Orange Softphone ★
- Livephone Touch ★
- Closer Communication ★
 - ON

Ground floor:

New ways of sharing

- Mobile Ticketing, Dynamic Passenger Information, ★
Smart Access Control, Dynamic Digital Signage
- M2M with Vending Anytime

★ also presented in Orange's flagship stores in Bordeaux and Nantes

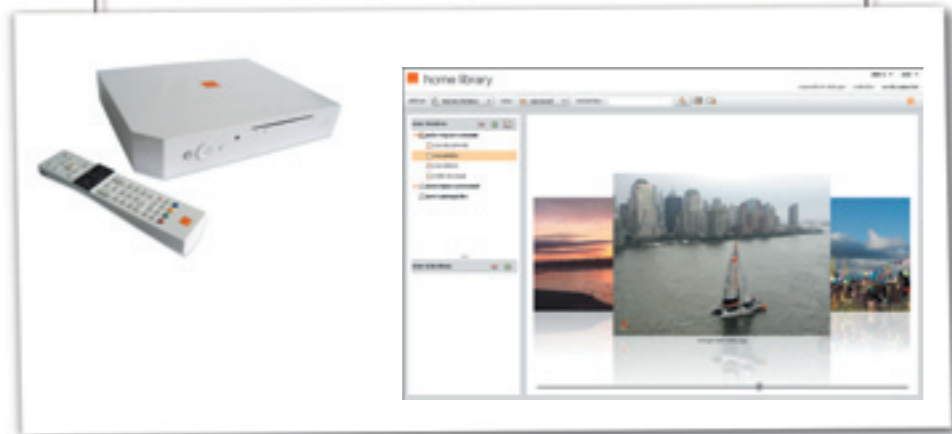


More sharing: entertainment

Watching TV used to be a passive activity conducted in the living room, with no control over content and timing. Today it is the consumer who decides: what to watch, where to watch it, when to watch it and even whether or not to interact with it. Orange is giving TV viewers a more active role with each new collection. Media Centre and the new Orange Set Top Box make the TV set a focal point for sharing all your content with your family and friends, adding interactive features and bringing the internet to the TV. Among the latest innovations, Video Party is one of the first web portals to group together such a wide offering of TV programmes, films and videos, many of them free, which can be commented on and shared with your communities. Last but not least, it is now possible to watch High-Definition television on your mobile phone at home via Wi-Fi.

New evolutive Set Top Box

Comes with a new remote control
and a removable hard drive for
recorded TV programmes and –
coming soon – personal content



Share all your digital content on TV

The telephone rings, interrupting the film you are watching at the most suspenseful moment. Or perhaps you want to watch two programmes that are being shown at the same time. Or what if you want to look at photos or watch a film or video with the whole family on the TV set rather than on a computer screen?

The new Orange Set Top Box helps simplify your life, and its elegant design complements that of the new Livebox, dressing up your living room. Compatible with all broadcasting modes (DTT, satellite, IPTV), it comes with a new, more ergonomic remote control, for even easier access to Orange services.



Myriam Achemlal

“With the new Set Top Box, there’s no reason to miss your favourite TV shows! Not only can you use the time control function, but you can also record a program on your removable hard drive, while watching another program simultaneously.”

A host of innovations for your TV screen

- The time-shifting feature lets you control TV programmes (stopping a show and restarting it where you left off) or record (on the Set Top Box’s removable hard drive) a programme being shown on one channel while you are watching another.
- Now you can gather your family and friends together around the TV set to view your latest vacation photos, no matter where they are stored on the home network.
- And in upcoming versions, you can centralise, store, share and secure all the multimedia content (music, videos, photos, documents) in your home on the Set Top Box’s removable hard disk, using the Home Library service. Access it anytime, wherever you are: from any computer or smartphone in the house, or, if you are away from home, from the internet or UPnP (Universal Plug and Play)-compatible media players.

Find out more

- Elegant new design looks great with the new Livebox
- Extra power for High-Definition quality and animated, interactive user interface
- IPTV (internet Protocol TV) via ADSL and fiber, Satellite Receiver and DTT (Digital Terrestrial Television) in High Definition
- Time-shifting capabilities
- Removable hard drive for recording
- Allows users to watch one programme while recording another
- DLNA (Digital Living Network Alliance)-compatible
- New, easier-to-use, more ergonomic remote control
- Future versions will integrate the Home Library service, allowing storage of all digital content on the removable hard drive, accessible at home or while travelling.

Coming soon...

- When: December 2009 in four stores in France, then in the whole country
- Cost: Set Top Box free with €49 deposit. Recording option costs €5 per month (tax included), with a capacity of 160 GB.



New Media Centre

The TV set becomes
a new home
for digital content

concept



On the occasion of the introduction of the new Orange Set Top Box⁽¹⁾, which includes a Media Centre service providing access to all your personal content, Orange announces a 2.0 concept version.

Your digital multimedia content becomes interactive and open to the web

Having a few friends over for dinner and want to show them the latest party photos you posted on internet? Just gather them comfortably around the TV set and start your slide show with the remote control. Listening to the latest single by your favourite singer? Why not watch the video from Daily Motion at the same time or buy the new album – which the Media Centre has automatically suggested – from the Orange Music Store?

The service finds and brings together all your personal content, no matter where it is stored, and gives you access to a bouquet of online applications.

(1) See previous product sheet



Christophe Cordier

“With the new Media Centre, Orange delivers my favourite web services and my multimedia content straight to my TV.”

Digital convergence made reality

Media Centre offers a foretaste of new Orange services that allow you to access and show all your photos, music and videos, no matter where they are stored: on a DLNA-compatible device on the home network, a flash drive or, of course, community sites like Pikeo. You can also enjoy web services like Liveradio and 24/24 Actu on your TV screen.

A wealth of content accessible at a touch of the remote

Orange's exclusive Media Centre lets you watch on the TV screen all your personal digital content, no matter where it is stored, as well as dynamic information (weather, traffic, etc.). Just touch the dedicated button on your remote to access an easy-to-use interface (one for each family member). Everyone in the home now has quick access to a personalised menu of services and will find all his or her data on the “My Content” widget.

Find out more

- Required devices: the new Orange Set Top Box connected to a Livebox
- Uses DLNA (Digital Living Network Alliance) standard

Coming soon...

- When: end 2010 in France



Video Party

What's on web TV tonight?



Internet TV and video portal

Until now, you practically had to be an expert to watch TV programmes, films and videos on the web. The process was plagued by uneven streaming, poor-quality videos and uncertainty about the legality of content. Now Orange has launched Video Party, a web site with content organised by themes: TV, films, series, comedy, music and more. A version for mobile phones will soon be available as well. Video Party offers a wide range of content, some of it available free to everyone (web series, music videos, exclusive programmes, etc.), some of it paid (films and video on demand) and some available only to subscribers (e.g., Orange cinema series channels). Video Party offers all of Orange's innovative video services: video on demand, direct-broadcast TV and on-demand TV.

TV, films, music, comedy, web series and more

Orange is one of the first operators to offer an extensive selection of high-quality TV and video content on the web, all of it professionally produced: comedy and music videos, TV series, feature films and all of Orange TV. Orange has expanded its range of videos and is now centralising them on the Video Party web site. Searching for and accessing what you want to watch is now extremely simple: just make your choice from the vast catalogue of popular and family entertainment.



Claire Guillermain

"Enjoy a great video experience, alone or with family and friends, at home or at the office, with quality content selected by Orange. Video Party lets you share the best content and guarantees you will always find something you like!"

A simple way to find and share your content

The easy-to-use interface used by the portal's search engine makes it extremely simple to access content, or you can let yourself be guided by our recommendations. Watch your favourite programs wherever and whenever you want, share content with your friends or family, or recommend a favourite video to others.

Find out more...

- All Video Party content is of professional quality and is organised by theme: TV, films, series, comedy, music, etc.
- Videos on demand and a wide selection of free content are available to everyone
- Direct-broadcast and on-demand TV services are available only to Orange internet subscribers
- The five Orange cinema series channels are available only to Orange cinema series subscribers

Coming soon

- When: available on the web in November 2009 on www.video-party.fr
- The site will be regularly updated and improved (new features, mobile version, etc.)
- Cost: much of the content is free.



Orange TV Player

Now available on mobiles over Wi-Fi



High-Definition TV on your mobile whenever and wherever you want it

Imagine that you are watching a football match in the bus on your 3G mobile phone. When you get home, you'd like to continue watching it seated comfortably on your sofa, but your wife is already absorbed in her favourite TV show in the living room. No problem, you can now continue to watch the game on your mobile in High Definition over Wi-Fi with the same quality offered by 3G, with unlimited viewing!

At last: High-Definition TV on mobile over Wi-Fi

Orange has now made its Orange TV mobile application Wi-Fi compatible, letting you enjoy unlimited High-Definition TV on your mobile, no matter what network you use: Orange Mobile (Edge, 3G or 3G+) or Wi-Fi

You can connect manually to Wi-Fi or let it switch over automatically when you arrive at home – either way you are sure to enjoy this new service. Orange TV Player now works without any special action on your part on all networks⁽²⁾ – home Wi-Fi or any hotspot – allowing you to watch TV on your mobile as if you were in front of your living-room TV screen.

Find out more

- Available on iPhone and on Android and Unik phones like the new BlackBerry Bold 9700
- Works on any wireless network: Wi-Fi hotspot (airport, café, etc.) or private network (all boxes, after peering)
- HDTV on mobile over Wi-Fi

Coming soon...

- When: Q1 2010 in France for those with an unlimited-TV subscription (including TV options or unlimited-TV packages like Origami Star).

(2) The characteristics of the Orange TV offer may vary depending on the delivery method: ADSL, fiber, satellite or mobile. For more information on Orange TV, visit www.orange.fr



Jean-Etienne Fauroux

“Simple, High-Definition mobile TV is finally available on Wi-Fi: just the way I like it!”



More emotion: communications

Communicating with friends, family and other contacts just keeps getting easier and more enjoyable. One after another, Orange innovations have pushed the technology in these directions, with more expressive, emotion-filled conversations now possible thanks to the added improvement of High-Definition voice, for smooth communication at all times. The latest products and services go a step further, with calling over Wi-Fi on mobiles now possible with Orange Softphone, for example. A multitude of practical, easy-to-use services is now available, among them the Livephone Touch, with visual and tactile features that let you use your senses intuitively to communicate quickly and easily. And you are now just one click away from your contacts thanks to the ON application and the Closer Communication service.

Orange Softphone

Turn your mobile into
an extra home phone



Find out more

- Works on all Wi-Fi phones (Android, iPhone, Symbian, Windows Mobile)
- Downloadable application
- web telephone line option
- web telephone number display
- Multi Calls service
- Simultaneous ring tones on incoming calls (fixed and mobile) at home

Coming soon...

When: mid-2010 in France

Cost: price will be set at time of launch

Your mobile becomes the centre of home phoning

Your home phone's ringing. No need to run to the other side of the house to pick it up, since the Wi-Fi-connected mobile in your pocket is also ringing. Not only can you pick up the call on your mobile, but you can also enjoy High-Definition voice while using it. And you can call all the contacts in your mobile's address book at the same rate as a VoIP (Voice over internet Protocol) call on your web phone.

Simplicity, high quality and a wealth of advantages

Using an easy-to-download application, you can connect your mobile to your Livebox via Wi-Fi with just one click, allowing you to make and receive calls from your mobile using the home internet telephone line. And you will enjoy High-Definition voice on both incoming and outgoing calls.

Coverage at home is improved, since calls are made over Wi-Fi rather than the GSM network. For total freedom of choice, you can use the Multi Calls option on your VoIP line to make calls even when the line is already in use. Your mobile becomes your personal phone for all mobile or landline calls, offering you flexibility and ease of use.



"One goal, a few difficulties, and lots of passion and hard work! But in the end we're really satisfied to have succeeded in developing a product that customers really want."

Bastien Bianchi



Livephone Touch

A High-Definition multimedia telephone for the whole family



New show-all touchscreen telephone

The home phone is ringing. Just glance at your Livephone Touch to find out who it is and how much time is left before your answerphone picks up the call. It's your son, who is calling to announce that your granddaughter has just spoken her first words. Gather the whole family around the Livephone Touch to share this emotional moment – in High-Definition voice.

Or maybe you need a phone number in a hurry? Just one touch takes you to the telephone directory. Do you want to listen to your sister's message, the fourth in a list of seven? Visual Voicemail not only shows you the list of messages, but also lets you listen to just those that interest you with one click.

These are only a few of the advantages of the Livephone Touch, another new-generation Orange telephone that makes communication more meaningful.

The ultimate in easy phoning

The Livephone Touch is a home phone with a handset and touchscreen display. It combines – for the first time ever – telephone and multimedia services in a fun, extremely easy-to-use format. You can telephone all you want with the handset while enjoying easy access to all services on the screen.

Everything you need, right before your eyes

Forget about all those combinations of numbers and symbols you used to have to remember to pick up a second call, make a conference call or transfer your calls. Now you can easily do all that and lots more right on the Livephone Touch screen. You won't even need to read the instructions. Here are some of the things you can accomplish onscreen, usually with just one touch:



"If only everything was as simple as the Livephone Touch!"

Jérémie Hebré

- Answer a second call easily without hanging up on the person you are speaking to.
- Transfer your calls to a mobile or other phone before leaving home – you'll never again miss an important call.
- Access the visual family phone book and make a call by just touching the photo of the person you want to speak to. With incoming calls, you will see the photo of the person calling before you pick up the phone.
- See a list of voicemail messages and listen to them in any order. You can even listen to just part of the message when you replay it by using the rewind feature.
- Send a text message to a contact or group of contacts.
- Access a telephone directory (normal or reverse). Once you've found the number, just click once to ring the number or to see the location on a map.
- Access practical multimedia services – weather, traffic, news and more – on widgets that are updated in real time.
- Check information (on the internet, for example) using the touchscreen

You can do all that while continuing to talk on the phone. And don't forget that you can also listen to the radio or watch Orange TV on the screen.

Find out more

- The first home telephone to offer a real visual and tactile experience
- Includes existing and new phone services: Stop Secret, Simultaneous Calling, Follow-Me Calling, caller ID, call waiting, call transfer, etc.
- High-Definition voice, even on the built-in loudspeaker
- Smooth integration with existing home phones
- Easy installation, wireless connection to Livebox
- Tactile 7-inch colour screen
- Screen resolution: 800 x 480 pixels

Coming soon...

- When: end 2010 in France



Closer Communication

Improved communication and sharing with friends and family



A simple solution for strengthening and enhancing relationships with your contacts

Do you want fast access to information about your favourite contacts? Would you like to be able to exchange multimedia content with them? Closer Communication will bring you even closer to your friends and family.

Your loved ones at a glance

Nearly 70% of Orange customers' communications are made to the same five contacts, and over 65% of mobile users would like to have a non-intrusive way to exchange personal information with their loved ones. Based on these observations, Orange now offers a new mobile phone experience that allows you, for example, to select the contacts you want to display on your homescreen and associate a picture (or icon) with each one. Accessing information about each contact – voicemail, text or MMS messages, missed calls and Reachability Alert⁽³⁾ – is quick and simple. You can contact them easily or listen to their messages directly. The experience is even better on mobiles that are compatible with RCS (Rich Communication Suite)⁽⁴⁾, which automatically updates your address book with your contacts' latest events. For each one of them, you can see a photo, status report and favourite web site, and stay informed of the individual's updates from your homescreen. The contacts you have designated will receive your updates as well.

⁽³⁾ The services mentioned here are not necessarily available in all European countries

⁽⁴⁾ The RCS initiative is a joint effort by major players in the telecommunications industry to define, facilitate and accelerate the adoption of a suite of interoperable and convergent rich communication services.



"My product allows a simpler but enriched communications experience with my close contacts: see clearer, feel closer."

Ewa Berthelot

Even more sharing!

With contacts who have an RCS-compatible mobile, you can share content (photos and videos) during a call and comment on it live. You can also exchange files regardless of their size – it's as easy as sending a text message.

Find out more

- From the homescreen, a new, more visual interface allows direct access to the contacts of your choice and their latest events.
- These services will be embedded in new mobile phones.

Coming soon...

- When: 2010 on the new Orange homescreen in France, followed by other countries. - RCS mobile experience: a trial will be conducted by three French operators in December 2009. To be marketed Q3 2010 in France, followed by other countries.
- Cost: the service is integrated into mobile phone packages, but some functions may be available as part of special data offers.



ON

All your e-communications
on your mobile – with feeling!



The natural way to simplify your life and communications

ON brings together on your mobile homescreen all the communications with your contacts that count for you right this minute – including those from social networking sites – in real time. With its clear, attractive and easy-to-understand graphics, it offers a whole new communications experience. And you can change mobile phones with no worries, since all the information in your phone is synchronised and saved on a web interface.

You share only what you want to share, with those you want to share it with. You decide who can contact you, and when and how. You can organise your contacts by group to make it easier to find or communicate with them, and you can even specify a different availability message for each group.

Since you can see who is available at any given moment, you will never again have to disturb any of your contacts. And while you are talking on the phone, you will have the entire history of your communications (text, voice, instant messaging, social networks, etc.) with that person in front of you.

Another plus: you will no longer have to use a password to connect to your different accounts (IM, social networks, messaging): once the parameters have been defined, ON automatically updates availability information and continuously receives your messages.



“ON is a new way to communicate with my closest contacts. It adds a personal touch to mobile communications.”

Romain Pabot

Find out more

- Available to all mobile users, no matter what operator they use
- Users can synchronise all phone, IM and social network contacts with ON
- ON allows all types of messages for each contact: voice, SMS, MMS, IM, private messages on social networking sites, e-mails, tweets.
- Available through mobile internet (WAP) and the web.

Coming soon...

When:

- In France and the United Kingdom, ON will be downloadable on a wide range of phones (Android and iPhone in 2009, and Symbian and Windows Mobile in 2010).
- Will be updated regularly.
- Throughout the year 2010, new features will enhance the service.

Cost: free service

Save the Date!

On 8 December 2009, Orange Vallée will reveal more about ON. Check it out on www.lifeisbetteron.com





New ways of sharing

Orange Business Services offers businesses new ways to improve the everyday lives of their customers and facilitate the work of their employees. The mobile is no longer just a communications tool but can also be used as a transport and event ticket, for example. Solutions like Vending Anytime, a wonderfully practical machine-to-machine solution for vending-machine management, also offer significant environmental benefits. These services have great advantages for both businesses and users.

Mobility and information in real time

Practical services to simplify your life



Mobile Ticketing



Smart Access Control



Dynamic Digital Signage



Dynamic Passenger
Information

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Utilisations: tout print et internet/territoire: Monde / Durée: 5 ans

An ordinary evening at the match... with a difference

Your mobile phone has just received an electronic ticket, purchased from the stadium's web site, for tonight's rugby match. When you arrive at the bus stop, the waiting time is displayed on your mobile's homescreen, along with the latest information on the match.

You have purchased your bus ticket on your mobile as well; now all you have to do is show your m-ticket (mobile ticket) to the driver. In the bus, a screen displays real-time information about the route, the region or the match you are about to see, getting you in the mood for the game even before you arrive. If you wish, you can connect to the internet via Wi-Fi.

At the stadium entrance, various real-time information on the match and current traffic conditions is being shown on big screens, which also tell you which entrance is the least-crowded. To enter the stadium, just wave your m-ticket for the match over the contactless reader. You'll receive a welcome message on your phone: "You are the 55,044th spectator. Your seat, number 39, is located in stand B12, row 54." If your ticket needs to be checked again later, just pull out your mobile.

In the stadium's corridors, interactive screens are showing the makeup of the teams, so you know what's going on even before you reach your seat!

When you ran your phone over the reader at the stadium entrance, you were identified as a loyal fan, so on the bus going home, you receive a video of match highlights that has just been produced by Orange sport journalists.

Mobile Ticketing

This application turns mobile phones into a means of downloading a secure m-ticket that provides access to an event venue (e.g., a stadium) or public transportation when validated, all thanks to a new generation of NFC (Near Field Communication) mobile phones. This reliable solution makes ticket counterfeiting almost impossible.

A pilot project being tested by the Stade de France, this service is available as a customised offer.

Smart Access Control

Smart Access Control, used with special equipment at the entrance to major events (sports, festivals, etc.), can validate any paper or electronic ticket, including an m-ticket. The mobile phone itself, read by contactless readers using NFC technology, provides access to the event. This system helps prevent fraud, improve crowd control and increase customer loyalty, since it is linked to a CRM (Customer Relationship Management) database. It is simpler for the consumer to use, more secure for businesses and easier to monitor.

Available as a customised offer, Smart Access Control has been installed in the Stade de France.

Dynamic Passenger Information

This practical real-time service provides public-transport information (time of next departure, waiting time, traffic conditions, etc.) and infotainment (information about a match or show, tourist or local info, etc.) for all types of public transport (trains, underground, trams, buses), both onboard and in stations. Available on personal devices (mobile, PC, etc.) through Wi-Fi connections and on large display screens, it keeps passengers informed before, during and after a trip, and offers a number of options, which users can take advantage of as they wish.

Available in the fourth quarter 2009.

Dynamic Digital Signage

Orange technology offers a system of dynamic signage on big screens (displaying information or advertisements) to improve the customer experience in shops or public places. A remote-control application that can be downloaded onto mobile phones, this technology makes it possible to interact with TV screens.

Available as a customised offer, this solution is already being used by the Stade de France, METRO and DROUOT.



Machine to Machine (M2M)

Making machines “communicate”



Orange's network enables machines to communicate securely and reliably via a SIM card developed especially for M2M applications. Each machine, depending on its use, is part of an ecosystem whose users will help develop its intelligence through specific applications for different businesses. Orange's partner in each business designs the machine, while Orange provides the means for communicating remotely with the company using it.

One example of a business application: Vending Anytime, the connected vending machine

Vending Anytime solution was designed and implemented through a partnership between Orange and Vianet, a specialist in intelligent devices and management solutions for vending machines. Vending Anytime uses telemetry (a technology that makes remote measurement and reporting of information possible) to allow vending-machine managers to react to any event affecting their machinery (malfunctions, sales). Information about a breakdown is sent via GPRS (General Packet Radio Service) to a server hosted by Orange Business Services. The malfunction is reported in real time, and the manager has only to send in a technician to fix it. Each manager has dedicated, secure access to the management application on the web.

A fast-growing market

Machine to Machine (M2M) technology – which offers applications as diverse as remote reading of energy consumption, remote management of home equipment and assisted vehicle maintenance – is set to impact the life of both individuals and companies, taking them to a new level in the optimisation of their management processes.

Towards intelligent, communicating machines

M2M technology allows machines, equipment or objects to exchange data remotely in real time with other machines, objects or agents. No human intervention is required. M2M solutions are designed to increase the efficiency of businesses and organisations, reduce logistics costs and make possible the development of new services that improve or simplify everyday life.

For companies, reacting in real time is becoming essential not only when serving customers, but also to reduce costs. Avoiding unnecessary trips makes it possible to optimise maintenance team scheduling, for example, while pooling information about local activities in a company's central computer system makes it possible to speed up response time.

M2M also offers new models for use-based billing, for example, for such expensive materials as construction equipment; the builder pays only for the time actually used.

Coming soon...

M2M applications are increasingly becoming part of our everyday lives. They are used in everything from transported merchandise to photocopiers, boilers, vending machines and smoke detectors. Tomorrow, household appliances and many other objects will become more efficient, environmentally friendly and reliable thanks to M2M.

For all these markets, Orange offers open, global connectivity solutions, helping its partners to design tomorrow's applications and meet the expectations of their customers.



“Today, I am thinking about how M2M will help create new business models for my customers tomorrow!”

Glenda Brady





Visiting your communities

Orange has put its creativity and talent for innovation to work to create a wide range of web sites that encourage close connections between different communities with shared tastes, aspirations, interests or location. Urbanites looking for a great night out meet on WebCity and Cityvox, music lovers listen to their favourite tunes on WorMee and RadioMee, and people with humanitarian and social projects seeking like-minded partners find each other on People Projects. It's all in the interests of shrinking distances and allowing users to connect, collaborate and share with the person next door – or on the other side of the world.

People Projects



WorMee & RadioMee



Together we can do more

Want to clean up the local park or transform old bicycles into works of art? We all have ideas, dreams and goals that we want to accomplish, and we all know that it is often easier and much more fun to do something with the help of others. Making that possible is the goal of People Projects, a new Facebook application from Orange, available in the United Kingdom and France. It's a great illustration of Orange's vision: "Together we can do more."

People Projects facilitates the creation and management of a project. Invite your Facebook friends to join your project, and, if you wish, all Facebook members can participate. That means millions of internet users and communities can use social networks and join ongoing projects or create new ones.

Among the tools offered by People Projects are a project page containing all pertinent information, promotional tools, virtual rewards for participants, task lists, a calendar, etc.

A People Projects gallery on www.peopleprojects.orange.com will spotlight Facebook projects that have attracted Orange's attention.

The possibilities are endless, whether the goal is to save the world or just have a good time – while collaborating with others.

All your favourite music on one site

www.wormee.com

www.radiomee.com

WorMee, launched in April 2009, is the first music-streaming web site that also serves as a social network, allowing users to share their favourite tunes with their friends. The first music-streaming web site created by an internet service provider/mobile operator, WorMee also incorporates RadioMee, the first online FM radio mosaic. Users can see the titles of songs being played on their favourite music stations in real time and, with one click, add them to their WorMee playlist. The tunes in the WorMee catalogue come from major and independent music distributors, but also from users, who can upload tracks to the site and share them legally; WorMee is the only legal music-streaming site that makes this possible.

Already available in France, WorMee and RadioMee will be introduced in Spain, Poland and Mexico by the end of 2009. WorMee will also be available for mobile phones in early 2010.



Cityvox[®] and WebCity[®]



Rincón Del Vago



The voice of the city as your guide

www.cityvox.com www.webcity.fr

Cityvox, a leading French online city guide created in 1999, will be expanding its coverage to the United Kingdom and Spain in 2010. Cityvox offers its 3.2 million unique visitors per month opinions and tips on restaurants, cafés and entertainment in major French cities.

Cityvox turns users into contributors by allowing them to write reviews of a city's restaurants, bars, hotels, shops, monuments and other places of interest, thereby creating a real community of city reporters who can exchange advice and opinions. Users also save money by taking advantage of "Citybonus" special offers from restaurants, entertainment venues and other partners.

As of November 2009, when a Cityvox application for iPhone becomes available, users will also be able to take advantage of GPS features on their mobile. If a couple is out strolling around in the evening and wants to find a pleasant restaurant with a terrace for dinner, for example, the Cityvox application will not only recommend a nearby restaurant that fits the bill, but can also reserve their table online. Once the application has been downloaded, the information and GPS directions are available even when the phone is not connected to the mobile network.

Taking the community aspect a step further, Cityvox launched its own social network, WebCity, in 2009. On this unique portal, users can share their impressions of local restaurants and bars, as well as their opinions of current films or one of the 120,000 events listed on Cityvox.

WebCity allows users to create a profile to share their thoughts on their favourite places in the community. They can also create links with neighbours, learn more about their neighbourhood, or become "experts" and keep the community informed of not-to-be-missed local events, thanks to a reliable source: themselves and their contacts!

WebCity is available free on the web and on mobile phones.



How to get kids to enjoy doing homework

www.rincondelvago.com

Online since 1998, Rincón Del Vago is used by nearly 9 million unique visitors a month in Spain and Latin America.

This free service offers high school and other students educational support, providing them with the information they need to help them do their homework, thanks to a well-organised database containing over 70,000 documents (information sheets, tests, homework, etc.) provided by users themselves. The site also encourages students to help each other in forums, where they can discuss ideas and find information on all scholastic topics.

Rincón Del Vago (which means "slacker's corner") is very easy and enjoyable to use, thanks to its internal search engine and precise classification of documents.

Building on the site's success, a new version incorporating a social network for 14-18 year olds will go online in 2010. Students will be able to create a community, organise events for others in their grade or class, and share their school calendars.



Tendance Santé



© Getty Images

Understanding and managing your health

The site www.tendance-sante.fr increases your peace of mind by allowing you to take your health and well-being in hand. This highly practical multimedia site is facilitated by experts and has many networking features. Its goal is to keep users well-informed with articles, special reports, guides and blogs prepared by professionals. It also helps users easily and efficiently manage their health and well-being with online services on such topics as vaccinations, personal growth, nutrition and more.

Tendance Santé's content is highly trustworthy. All articles are reread by health professionals, and an advisory committee composed of distinguished experts in various scientific and medical specialities that concern the health and well-being of the whole family has been formed. The site has also received certification from the Health On the Net (HON) Foundation, which monitors the quality and independence of health information on the web.

The site is named "Health Trends" for a good reason: the world of health care is changing rapidly and constantly, and Tendance Santé's mission is to reflect the many directions it is taking and to answer users' current questions.

This site is designed for all those who are concerned about their health and well-being throughout their lives, but it is especially dedicated to women, since they are often the first to act in the interests of the whole family's health and welfare. That is why Tendance Santé gives pride of place to key moments in the lives of women, such as motherhood, and offers them practical tools for every day and every stage of their lives.

Tendance Santé went online in July 2009. Its goal is to become the site every family turns to for answers to all its health questions.



contact

press office • + 33 (0)1 44 44 93 93 • service.presse@orange-ftgroup.com