



press release  
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## Orange, Thomson and Sagem Communications are creating Soft At Home, a joint venture publisher of software for the digital home

### Soft At Home aims to create and promote a software platform to simplify and accelerate the adoption of residential digital services

Orange, Thomson and Sagem Communications have joined forces to create a joint venture: **Soft At Home**. This structure is aimed at creating a standard for the interconnection of equipment within the multimedia ecosystem.

**Soft At Home** is designed to facilitate the deployment and interoperability of digital equipment in the home and make it possible to combine it with enhanced and innovative services. For instance, it enables you to access photos stored on a computer on your TV, make a telephone call using the television remote control, or even simultaneously save multimedia content, wherever the digital equipment is located in the home.

**Soft At Home** harnesses the technologies and experiences of its founding shareholders. Its software solutions are being offered to players in this sector, such as telecommunications operators, third-party developers, OEMs and manufacturers.

Since it was founded, the company has had development and sales teams in France and Belgium, while Thomson and Sagem Communications will be incorporating the **Soft At Home** software into their offerings.

**Soft At Home** will develop new features and applications and will coordinate a network of developers. The company has a global development ambition, and is looking to rapidly welcome new partners into its capital.

### Soft At Home, new opportunities for operators and manufacturers

Thanks to **Soft At Home**, operators will now be able to launch new innovative services more quickly, tailored more effectively to their differentiation requirements. They will also be able to increase the size of their provider base, while maintaining a similar user experience on all the equipment. **Soft At Home** will also make it possible for manufacturers to reduce their development costs and increase their sales volumes, freeing up the full potential of the Home Networking market for their terminals and equipment.

In this way, the next generation of residential gateways and TV decoders that will be used by Orange in 2008 will be equipped with **Soft At Home** software. Orange is already the European market leader for broadband, serving over 6 million Liveboxes and over 1 million subscribers for its IPTV package.

Thomson is one of the world's leading players on the market for decoders (cable, satellite, IP) and residential gateways (DSL and cable). Furthermore, the Group's SmartVision video-over-IP platform is having great success, and now has more than 40 client operators offering IP and mobile telephone-based television worldwide. This solution has the largest installed TV-over-IP base, with over 1.2 million users.

For its part, Sagem Communications is the world number one for IP decoders, with about twenty applications and number one in Europe for triple play residential gateways on DSL.

From the outset, **Soft At Home** has been positioning itself as one of the pivotal global players for providing software for home telecommunications equipment, and is able to deliver a perfectly adapted and differentiating offering for all the operators and equipment manufacturers that would like to benefit from its solutions.

To date, no players on their own have the key that will enable them to unlock the opportunities promised by Home Networking, whereas the stakes are massive: in Western Europe alone, the Strategy Analytics research firm is forecasting that 65 million homes will have a Wifi router in 2011, representing an average annual increase of 25% in





relation to 2007. Strategy Analytics is also forecasting that more than 600 million terminals that can be connected up to these domestic networks will be sold in 2012, giving average growth of 30% a year in relation to 2007.

#### **About Orange**

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 170 million customers in five continents as of December 31, 2007, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007. As of December 31, 2007, the Group had 109.6 million mobile customers and 11.6 million broadband internet (ADSL) customers.

Launched in June 2005, the NExT program (New Experience in Telecommunications) will enable the Group to pursue its transformation as an integrated operator and make France Telecom the benchmark for new telecommunications services in Europe. In 2006, Orange became the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates, and Orange Business Services the banner for services offered to businesses worldwide. France Telecom is the number three mobile operator and the number one provider of broadband internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies.

France Telecom (NYSE:FTE) is listed on Euronext Paris and on the New York Stock Exchange.

For more information : [www.orange.com](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

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#### **About Thomson — World leader in digital video technologies**

Thomson (Euronext Paris: 18453; NYSE: TMS) provides technology, services, and systems to the Media, Entertainment & Communications players – content creators, content distributors and broadcasters – and supports them in order to help them to improve their commercial offers and their performance in a rapidly changing technology environment.

For more information : <http://www.thomson.net>

#### **About Sagem Communications**

A French, international scale, high technology company, Sagem Communications specializes in broadband communications and convergence in particular in the following areas: printing terminals, digital TV set-top boxes, broadband and residential terminals, communicating energy management solutions and telecom systems and partnerships.

The company is in a leadership position in these sectors thanks to its proven capacity for innovation. Sagem Communications aims to become a world leader in convergence and broadband terminals.

With a turnover of almost 1.3 billion euros, Sagem Communications employs 6,500 people on five continents and is headquartered in Paris.

For more information : [www.sagem-communications.com](http://www.sagem-communications.com) / [www.sagem.com](http://www.sagem.com)

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