



Orange steps up to the mark to give you access to the world of Roland Garros between 25 May to 8 June 2008

- For the first time at Roland Garros, Orange is offering its guests the opportunity to watch the Lenglen court matches in 3D
- Orange is renewing its "Tennis Everywhere" service and is giving its three platforms a Roland Garros make over: Orange TV, orange.fr and mobiles
- Orange Sports TV is offering an exceptional service over the fortnight

Roland Garros 2008: sporting innovation

This year for the very first time at Roland Garros, Orange is going to film and broadcast live its first 3D sports contents for its guests. The trial will take place on Monday 26 and Tuesday 27 May 2008: Orange will use 3D cameras to film all the matches on the Suzanne Lenglen court and broadcast them live. These 3D matches will also be available on VOD until the end of the tournament. At Roland Garros and in its two flagship stores located at Champs Elysées and Paris Madeleine, Orange will be providing its guests with 3D glasses to watch the matches on 3D Television. Orange is thus preparing the arrival of 3D television in our customers' homes.

In collaboration with the French Tennis Federation and France Télévisions, this Orange premiere showcases this technological innovation which is sure to take sporting emotions to new heights.

All the Roland Garros matches and news available with Orange

For the 4th year running, Orange is running its "Tennis Everywhere" service giving its customers the opportunity to follow matches on 3 different Orange platforms (TV, mobile and PC) - making sure they don't miss a single moment of this exceptional tournament.

- on Orange TV

9 channels will be entirely dedicated to Roland Garros:

- 1 multi-screen channel (canal 50), to simultaneously watch the live action on all seven courts as well as Orange Sports TV.
- 7 live channels (channels 52 to 58), edited by France Télévisions to follow all the matches live on the 7 main courts and with high definition quality.
- 1 interactive "News" channel (channel 51) giving access to a variety of information: player information, tournament results, real time match statistics etc. This channel gives direct access to [legendary matches](#) and to the magazine programme "[Roland Garros Daily](#)" available on VOD.

- on Orange mobiles

All Orange customers will benefit from an exclusive offer to follow [Roland Garros on Orange Word portal](#)

- 5 TV streams to watch matches live on the main courts
- Videos on Demand to keep up with all the Roland Garros news: highlights of the main matches and round-up of the day's news, as well as a "Best of" set to music and magazine programmes.
- This mobile service also includes all match results, statistics, live coverage of each match and player ranking.





Orange also developed a **dedicated mobile application for the event**. Available on a wide range of handsets, the Roland Garros application will allow Orange customers to watch live matches and tournament highlights in VOD, and to get real time results.

The Roland Garros mobile application is the first Orange Web application to be developed for Iphone. Iphone users will have access to programmes, results and VOD.

Downloading the Roland Garros application is easy and free: All you have to do is text "TENNIS" to 24000 (price of a standard SMS) and follow the instructions, or go on Orange World (category "utile" > "Applications"), or alternatively go to <http://applimobile.orange.fr> using Internet or a mobile browser. The TV streams (live matches), VOD (summaries) and data (scores, programmes etc.) are included in the multimedia option (Internet, Internet max, TV, TV max etc.) or available by multimedia session: €0.50/20 minutes to surf the Internet or €0.90/20 minutes to watch TV or VOD.

- on orange.fr

- With a simple click, internet users can also access the world of Roland Garros with the **premium offer** available by the day (€0.90), by the week (€3.90) or for the fortnight (€5.90). It includes live broadcasts of the 7 matches in the main courts using HD streaming technology as well as 3 daily summaries available on VOD.
- Also available on VOD on 24/24 Video, Orange customers can discover **10 legendary matches as well as a daily news magazine programme on the tournament**.
- Comprehensive editorial coverage will be offered to internet users via articles, live data scoring, analyses and continuous updates.

Orange Sports TV available on 3 platforms

The Orange interactive sports news channel is getting into the spirit of the tournament. Everyday between 10.30am and 8.00pm it will broadcast:

- Live news bulletins every 30 minutes to keep you up-to-date with the tournament: results, post-match interviews, match commentary etc.
- 4 daily programmes to find out what goes on behind the scenes and soak in the atmosphere of the tournament thanks to reports and interviews.

Orange Sports TV is available on Orange TV, orange.fr and Orange mobiles. The channel is also distributed in the BIS TV Satellite Bouquet.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 172 million customers in five continents as of March 31, 2008, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007 (13 billion euros at March 31, 2008). As of March 31, 2008, the Group had 111.9 million mobile customers and 12 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, www.francetelecom.com, www.orange-business.com

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