



Orange launches “Hello”, the multimedia IT pack dedicated to senior users

Orange is launching Hello, a package including a fully equipped and preconfigured computer with a sleek design, an intuitive welcome screen, efficient internet access and integrated software. With Hello, Orange offers novice users immediate and simplified access to a range of IT, multimedia and internet features. This new product represents a simple response geared to the expectations of senior citizens, a population that is looking to benefit from innovations and “move with the times”...without being faced with any technological barrier.

Hello is available from 39.90€/month for the internet subscription + 1€¹ for the computer and modem with a 24-month commitment (29.90€/month for the three first months)².

Hello: a user-friendly computer with a good look and feel

The computer is made up of a screen with an integrated 120 GB hard drive, specially adapted keyboard and wireless connection, all preconfigured for each user in order to facilitate its installation.

5 icons on the welcome screen provide direct access to services for communicating with friends and family:



- **mail** for sending and receiving email with photos or videos thanks to an @orange.fr email address
- **internet** for browsing online, collecting information, consulting your bank account and preparing your holidays
- **photo** for easily downloading your photos from a digital device, then organizing and viewing them
- **leisure** for watching Orange Web TV or videos on your computer, listening to music, the radio and using games
- **office** for accessing your office tools like your diary, calculator and creating documents (letters and tables)



The names of the applications have been simplified so that they can be immediately identified by a person who has never used a computer before (e.g. “text” for drafting documents).

The keyboard has also been adapted, with:

- shortcut keys for direct access to the homepage and services
- keys that are more easily identifiable thanks to their names (validate and next line” for the enter key) or pictures (scissors to symbolize the “cut” key)
- a remote help key

Help and support services for browsing with total peace of mind

Hello includes the computer’s complete installation in order to facilitate and secure your discovery of the IT and internet world. The offer is combined with a specific home installation service³. Indeed, the pack is sent out to the customer’s home, and they can:

- either install it themselves by simply connecting up the power and ethernet cables. The connection with the modem is already set up upstream, and the Orange messaging system is preconfigured.
- or call on a professional for an installation thanks to the system for personal services under the French “Borloo” Law. A technician then goes to their home to:
 - install it and set up the modem and computer (maximum of two computers)

¹ While at the same time taking out an Hello internet subscription with a 24-month commitment

² Telephone subscription also required (16€/month with France Telecom)

³ Installation performed by a provider who has been accredited by the French State and selected by Orange





- o ensure that the computer is connected up to Orange broadband internet and configure an email account
- o offer a 30 minute introduction on how the services installed work and how to use them. The Hello introduction and installation service is offered from 1€⁴

At any time, users can get in touch with the Orange helpdesk on 39 00 or check the help feature on their computer, which is regularly updated with the questions most frequently asked by users.

The three Hello options

- 29.90€/month for three months, then 39.90€/month with a 24-month subscription + 1€ (including VAT) for the pack⁵
- 29.90€/month for three months, then 39.90€/month with a 12-month subscription + 169€ (including VAT) for the pack⁵
- 549€ (including VAT) – without internet access – for just the purchase of the pack (computer with modem)

Seniors calling for more and more...technology and simplicity

According to Serge Guérin, a sociologist specialized in seniors, while the internet symbolizes modernity and youth today, senior citizens are not excluded from it: they have seen the birth of IT, are contemporaries of the internet and are perfectly aware of the benefits of multimedia in general and the internet in particular. Using email, the wonderful source of information that the internet represents, using multimedia (and more specifically photos), and online infotainment represent just some of the benefits recognized by seniors, whether they are seasoned users or novices.

For them, the internet makes it possible to create and maintain social ties with their sociological or generational peers and family. It also enables them to satisfy their curiosity and keep informed, contributing to their self-esteem: it enables them to feel that they are “not behind the times”.

In addition, email allows them to establish dialogue, while maintaining their lifestyle and without encroaching upon other people’s lives, often out of step from one generation to another: a grandmother will be able to reply at midday to an email that her grandson sent late in the evening. Interaction by email is changing the hierarchy of relationships within the family, as within society in general: a grandson can communicate with his grandmother without going through his parents. Who may be surprised or even cross about this!

For older populations, the technology still represents a barrier to overcome...Simplicity of use is therefore a strong point which they are particularly sensitive to: Orange has designed Hello in order to better meet their expectations.

About Orange

Orange is the key brand of France Telecom, one of the world’s leading telecommunications operators. With 123 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, the Group had consolidated sales of 53.5 billion euros and a customer base of more than 182 million customers in 30 countries. These include 122 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies. The Group’s strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information: www.orange.com, www.francetelecom.com, www.orange-business.com

Press contacts:

Heloise Rothenbühler – heloise.rothenbuhler@orange-ftgroup.com – +33 1 44 44 93 93
Marylin Daled – marylin.daled@orange-ftgroup.com – +33 1 55 22 36 56

⁴ Initial bill: 99 euros. Users then benefit from a 49.50 € discount or tax credit under the French “Borloo” Law for personal services provided at home, and a 48.50€ Orange discount

⁵ Telephone subscription also required (16 euros/month with France Telecom)

