

Orange launches world's first high-definition voice service for mobile phones in Moldova

Orange Moldova has today announced the launch of the world's first mobile telephone service offering high-definition (HD) sound. The service will provide customers with a significantly improved quality of service when making calls. Unlike for other mobile technologies such as multimedia capabilities, this is the first time since the 1990s that mobile voice technologies have been subject to a significant evolution.



This is the second step in Orange's HD voice strategy, following on from the launch of a high-definition voice service for VoIP calls in 2006. Over 500,000 Livephone devices have already been sold in France and the range will be extended to other Orange countries over the coming months.

The first mobile handset integrating high-definition voice capability that will be launched by Orange Moldova is the Nokia 6720c. This innovative handset integrates the new WB-AMR technology, which is widely expected within the industry to become a new standard for mobile voice communications.

Orange Moldova customers using this device will benefit from the best possible sound quality allowing for a much richer and natural sound that is capable of conveying emotion significantly better than an ordinary handset. Background noise is also faded out to provide clearer voice conversations creating a feeling of proximity between both parties. Market research suggests that 72%¹ of customers would want their next mobile handset to be compatible with HD voice, and 50%² of VoIP customers are willing to switch operator to get an improved voice quality service.

Yves Tyrode, Executive Vice President of the Orange Technocentre, said "high-definition voice is clearly the future standard for mobile communications and is set to vastly improve user experience over the coming years. We are very happy to be able to bring this technology to our customers in Moldova, who will be the first in the world to be able to enjoy such a service".

Liudmila Climoc, CEO of Orange Moldova, said "we are very proud to bring this world premier to Moldova, clearly demonstrating the potential of the Moldovan market. Our teams have worked very hard, in collaboration with the Orange group's teams across the world, to develop the advanced technology that makes this service possible. In addition, the high quality of our 3G network - which already offers coverage for 63% of the population and was recently upgraded to allow for speeds of up to 14.4 Mb/sec - enabled Orange to launch this premium service in Moldova. It is through the launch of innovative new services such as this that Orange is reaffirming its commitment to quality and investment in the future of Moldova".

¹ Ericsson HD voice trial 2006

² Orange France market research on HD voice VoIP customers 2008



Orange plans to rapidly extend the range of HD voice-compatible mobile handsets across Europe. The Group plans to introduce HD voice services to the UK and Belgium markets by the end of 2010 and believes that these handsets will represent the majority of the 3G handsets sold within five years. At the same time, Orange will also continue its plans to roll out HD VoIP in other European markets such as Poland and Spain.

a strong player in the Moldovan market

Orange has been present in Moldova since 1998 and has since built up a customer base of over 1.7 million customers and a mobile market share of close to 70 per cent. Orange Moldova has already developed a solid reputation with a focus on customer-friendly offers designed to bring clear benefits to the population and growth through innovation.

For more information and demonstrations on HD voice and the launch in Moldova visit the animated webpage on www.orange.md/hdvoice (also available in English). This includes a special **video-message by Liudmila Climoc**, CEO of Orange Moldova.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 124.5 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, France Telecom had consolidated sales of 53.5 billion Euros (25.5 billion Euros for the first half of 2009) and at 30 June 2009, the Group had a customer base of 186 million customers in 32 countries. These include 125.5 million mobile customers and 13.4 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two 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

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