

press release

Paris, October 21, 2009

Orange Business Services and Syntec informatique unveil the winners of the 2009 “Trophées de l’Innovation” Awards

The 5th annual “Trophées de l’Innovation” event, organized by Orange Business Services and Syntec informatique, in partnership with La Tribune, bestowed five awards and a Judge’s Favorite Award.

This competition rewards the innovative achievements of software and service businesses for their new uses, applications and business communication solutions. This year, 34 applications were submitted, of which 16 were nominated to compete.

These awards highlight the vast innovative potential of ICT, their added value and their differentiating factors in terms of competitiveness for ICT user companies.

Business applications acclaimed

■ The “New Uses” Award was awarded to **Dimelo** for its development of **Feedback2.0**, a software suite that allows businesses to exchange directly asynchronously with their customers.

Front-Office of Feedback2.0 offers businesses all the tools necessary to log the interactions with their customers in line with Web practices: submitting suggestions or ask questions either in writing or video, vote and comment on other users inputs.

Back-Office of Feedback2.0 allows the configuration, security (authentication of users, moderation, Internet security), design, break down and process the content of posts.

www.delasource-serveur1.com/clients/Dimelo.wmv.zip

■ The “Business Solutions” Award was awarded to **Omnikles** for **OK-OFFRE**, an assisted management solution which makes it possible to electronically respond to input submitted in order to:

- electronically submit responses regardless of the targeted platforms;
- electronically sign responses via an electronic signature feature;
- manage all of the responses in a general library.

www.delasource-serveur1.com/clients/Omnikles.wmv.zip

■ The “New Technologies and Mobile Solutions” Award was awarded to **Viveris Technologies** for the development of **TensioManager®**, an effective solution for ensuring the sustainable management of irrigation water and the conservation of planting soil. This solution meets the requirements of green space managers. Wherever they may be, each user may at any time consult the water conditions of their sites, the precise irrigation recommendations, the monitoring of irrigation sprinklers in the soil and even the rooting trends of various crops. TensioManager significantly limits the work needed to maintain and upkeep sites, while making it possible to use up to 80% less water and use less irrigation resources.

www.delasource-serveur1.com/clients/Viveris.wmv.zip

■ For the “Operational Excellence and Performance” Award, the judges awarded it to **Niji** for its achievements with **NATES**, a software suite enabling the automated and flexible management of a unified communication business solution with a guaranteed ROI. NATES thus simplifies the launch of new projects and their reoccurring administration (adding, modifying, deleting) all while offering end-users a personalized Web configuration portal for their unified communication solution.

www.delasource-serveur1.com/clients/Niji.wmv.zip

■ The “**API Inside Application**” Award was awarded to **Web et Solutions** for its development of **Oasis Technologies**. Web et Solutions is a Web business agency that specializes in website creation and a publisher of global enterprise management solutions. In order to accompany its customers with their internet projects, Web et Solutions has designed the solution OASIS Technologies, dedicated to selling from a distance. This solution groups together not only all of the features required for managing a website but for managing a business as well : including real-time website content management without requiring any specific technical knowledge, commercial management (purchases and sales), customer relationship management (CRM), all of the dedicated direct marketing tools (newsletters, exceptional offers, etc.), statistics and reporting.

www.delasource-serveur1.com/clients/Websolution.wmv.zip

■ The **Judges Favorite Award** has been awarded to **Webtiss Group** for **GeoFamily**. Accesible via the Web, GeoFamily allows the mobile phones of your friends and family to be located to know where they are at any time, without a breach of privacy. Simple and easy to access, GeoFamily will become an essential tool for watching over your family. With GeoFamily, locations are determined immediately and, unlike GPS, it also works inside thanks to Cell-ID technology. GeoFamily is 100% compatible with all mobile phones on the Orange and SFR French networks, without needing to install any software.

www.delasource-serveur1.com/clients/Webtiss.wmv.zip

The “**Trophées de l’Innovation**” awards ceremony was held on October 20, 2009 at the Cinémathèque Française in Paris. The judges panel, chaired this year by Hervé Thoumyre, CIO Carrefour, included representatives from FING, Voluntis, La Tribune, Nokia France, INRIA transfert, Syntec Informatique and Orange Business Services.

About Syntec Informatique

Syntec informatique is the French National Trade Association for software vendors, IT services and R&D services companies. It represents more than 1,000 member groups and companies and more than 80% of industry sales and staff.

Headed since June 2003 by Jean Mounet, Syntec informatique contributes to the growth of information and Communication Technologies and their applications, promotes the whole industry, and protects collective professional interests.

Syntec informatique monitors and analyses the software & services sector, keeps the entire ecosystem of ICT players informed of industry figures and trends, and represents the industry towards other organisations and public authorities.

Press contact: Carole HUYVENAAR chuyvenaar@syntec-informatique.fr - 01 44 30 49 71 – 06 78 31 09 34

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

Orange and any other Orange product or service names included in this material are trade marks of Orange Personal Communications Services Limited, Orange France or France Telecom.



Syntec informatique



Press contacts

+33 1 44 44 93 93 – Erika Gélinard, service.presse@orange-ftgroup.com

+33 1 44 37 62 62 - Corinne Hofer, corinne.hofer@orange-ftgroup.com