



press release  
Paris, 9 December 2009

## Orange launches Application Shop, giving customers click-and-go access to thousands of applications, services and games

- “One-click” access to useful services, information and entertainment across a wide range of mobile devices and platforms, all on one Orange bill;
- First available on over one million phones in UK and France, Orange will roll-out App Shop to millions more customers in 2010;
- Developers get cross-platform access to more customers globally and a faster route to market.

Orange reinforced its commitment to bring mobile multimedia services to everyone today with the launch of the Orange App Shop. Soon to be available in just one-click from the homescreen, the new Orange App Shop will give millions of customers simple, direct access and improved search and browsing to over 5,000 applications, games, ringtones and wallpapers. Throughout 2010, Orange will continue to innovate, working with developers and content providers to rapidly expand its App Shop catalogue, with thousands of new applications that customers can use in everyday life, on any device.

The multi-platform ‘one-stop-shop’, available on a wide range of handsets, includes services such as Orange TV, Orange Games and Orange Maps alongside an expanding catalogue of premium mobile applications from leading content providers and third-party application developers. Anything in the shop can be downloaded and purchased on one Orange mobile bill, so customers do not need to pre-register and use their personal credit cards. The service ensures that customers see and use applications that are fully tested and suitable for their device, making it a simple and straightforward experience.

Yves Tyrode, EVP of Orange Technocentre says, “We are giving customers a tailor-made shop window on the mobile that makes it easier to discover, download, use and manage content. Whether it’s a Smartphone user, or someone using a simpler device, we know the demand for content is there – it’s just about getting that experience right. That is why we want to give everyone with a phone in their hand the easiest access to personal content, on the most suitable device and tariff, to help them take the parts of the mobile Internet that they know and love, everywhere they go.”

The service is already available, initially providing the Orange App Shop ‘over-the-air’ to more than one million customers in France and the UK<sup>1</sup>. Then in January, Orange devices including the Nokia 6700, Sony Ericsson W995 and the Sony Ericsson Yari U100i (France only) will be preloaded with the App Shop and sold in the UK and France. Later, this will also include Samsung, LG, HTC, Motorola and RIM handsets.

Throughout 2010, Orange will continue to roll-out the App Shop service across its footprint, extending it to Spain, Poland, Romania, Switzerland, Slovakia, Belgium, Austria, Moldova and Portugal. In each country, Orange is making the App Shop relevant by providing localised content in the catalogue that best meets specific market needs.

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<sup>1</sup> OTA Orange Signature devices will include: Sony Ericsson W995, Sony Ericsson Yari U100i (France only), Sony Ericsson C905, Sony Ericsson C510, Sony Ericsson W595, Sony Ericsson W910i, Nokia 6303, Nokia 6700.





The Orange App Shop, for which the platform was developed in collaboration with SurfKitchen, improves multi-platform access for developers to millions of Orange mobile customers and provides them with growing revenue opportunities. To deliver this, Orange has been working closely with major device manufacturers to enable a simple and consistent user experience across multiple platforms including Java, Android, Blackberry, Symbian and Windows Mobile. Orange has also been working closely with its premium content providers and developer partners to enhance its application delivery process. Offering an increased range of tools and initiatives through its Orange Partner programme, Orange is helping developers reach more customers faster and more effectively.

*Yves Tyrode concludes, "Orange Partner and our unique global network of developer centres enable us to deliver unparalleled testing, development and marketing assistance. This innovation network, our close collaboration with device and platform manufacturers as well as content providers and other industry initiatives, illustrates just how committed we are to reducing barriers to application development to get great content for our customers to enjoy."*

In order to promote open innovation and optimise the catalogue of Application Shop, Orange is also launching a social networking platform called "Give&Get" on its Orange innovation TV website. This platform aims to facilitate online discussion among application developers, who can publish their skills profile and consult the profiles of others. Go to [www.orange-innovation.tv](http://www.orange-innovation.tv), post your "Give&Get" video and discuss with other active members.

A video of the Orange Application Shop can be viewed at [www.orange-innovation.tv](http://www.orange-innovation.tv) and further information on Orange Partner is at: <http://www.orangepartner.com>

#### **About Orange**

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 126 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 (38.1 billion euros for the first nine months of 2009) and at 30 September 2009, the Group had a customer base of almost 190 million customers in 32 countries. These include 128.8 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](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://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.

#### **Press contacts:**

Georgina Hart: + 44 7973 100 111- [georgina.hart@orange-ftgroup.com](mailto:georgina.hart@orange-ftgroup.com)

Héloïse Rothenbühler, Erika Gélinard +33 1 44 44 93 93 – [service.presse@orange-ftgroup.com](mailto:service.presse@orange-ftgroup.com)

