

ASF and ORANGE team up to develop an innovative solution in real-time road traffic information

A first in France

ASF (Autoroutes du Sud de la France) and Orange Business Services have joined forces to develop an innovative solution in real-time traffic information aimed at local authorities and road operators.

The two companies are launching a large-scale pilot deployment. The aim is to deliver real-time road traffic information on nearly 1,200 kilometres of different types of road network: motorways, national and departmental highways and peri-urban express ways.

- Innovative traffic information born from the merging of two information sources

This solution, which was developed by both partners, draws on the combination of their technical expertise and the pooling of each partner's information sources:

- Traffic data collected in real time by **ASF** using sensors, traffic count stations, cameras and patrols carried out on its network;
- Information gathered using an entirely original solution developed by Orange Labs on the Orange mobile phone network. This allows motorists' speed to be statistically estimated via their mobile on all road networks.

The traffic information flow produced in real time will include four types of high value-added data:

- Spot speed at a given point on the road network.
- Traffic conditions.
- Journey time.
- Traffic jams, with an indication of clearance times.

By bringing together their technological know-how and aggregating their respective content, the two companies are producing extremely reliable traffic information, updated every six minutes, across a currently unrivalled geographical coverage of the road network.

- A solution for local authorities and road operators to optimise the service provided to motorists and drivers of heavy trucks

With this innovative new service, ASF and Orange Business Services are offering local authorities and road operators a powerful tool designed to optimise their road operations and the quality of service offered to motorists and drivers of heavy trucks.

By providing reliable road information covering all type of networks, local authorities and road operators help to make everyday life and travel easier for individuals, while also fostering calmer and more eco-friendly driving.

- An initial pilot deployment on more than 1,200 kilometres of network

The coverage zone defined for the pilot deployment stretches over nearly 1,200 kilometres (600 kilometres in both directions) from Toulouse to Montauban, Auch, Albi, Castelnaudary, Pamiers and Saint-Gaudens. The starfish-shaped perimeter, with the City of Toulouse at the centre, covers the different types of traffic (urban, peri-urban and long-distance) active in this region.

About ASF

Created in 1957, ASF (Autoroutes du Sud de la France) operates a 2,634 km network, plus 81 km under construction, giving its concession a total length of 2,715 km. Acting as a link between the Iberian Peninsula and Northern Europe, this network is used by major European business and tourist flows, as well as by a significant volume of regional traffic. ASF belongs to VINCI, the world's leading integrated concession-construction group.

ASF press contacts

Head of press relations - public relations
Department of Communication
Raphaëlle Montagu-Dardaine: 01 72 71 48 82
raphaelle.montagu-dardaine@asf.fr

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, www.francetelecom.com, www.orange-business.com

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Orange Press Contacts :

Erika Gelinard +33 1 44 44 93 93 erika.gelinard@orange-ftgroup.com