



OCAWA: Orange and Urbilog team up for better web accessibility

- Orange and Urbilog are offering a new version of OCAWA, available on the web from April 9 <http://www.ocawa.com>
- OCAWA is a software that makes communication accessible for all including handicapped people and elderly with deficiencies.
- This tool will allow developers and decision makers to audit their website comprehensively, quickly and at low cost.

This tool integrates new accessibility reference standards, le Référentiel Général de l'Accessibilité des Administrations (RGAA). OCAWA produces detailed reports : an operations guide for developers and accessibility indicators for managers).

To make a website accessible aims to allow access to every one whatever the interface, the browser or the device used (mobile, smartphone or tablet...)

In practical terms, an accessible site means:

- An optimised website to facilitate web goers' lives
- Clear and simple coding: this means an accessible site is also ideally optimised for referencing
- Respect for web standards: for example, in this case, the two international integrated reference standards, Web Content Accessibility Guidelines (WCAG) and RGAA.
- Better referencing: by optimising source code, you make the site readable by everyone including search engines.
- Easier maintenance and reduced training costs: any developer can manage the site.

A legal requirement for companies and public departments

Today, in accordance with the European Directive of 25 November 2005, the law of 11 February 2005 and the enacting order of May 2009, all public sector organisations must render their digital information accessible. All private sector companies must take on handicapped people and not make any discrimination in their web-based communication (Internet, intranet).

The Orange commitment to accessibility

Orange focuses on accessibility and includes the notion of accessibility in all Group procedures, it designs products and services specially adapted to the needs of the disabled and seniors with deficiencies, so as to make all its offerings accessible even in a pure distribution network environment. This is carried out while promoting simplicity, ergonomy and innovation for the benefit of all our customers.

The group's Accessibility Division along with Orange Labs and the Group's multimedia skills team are partners with Urbilog. Orange uses Ocawa to audit its main websites and the average rating is 70%. The group is working in a concerted fashion to eliminate the digital divide with its actions to promote digital accessibility and the training of 352 webmasters in digital accessibility. The full accessibility package means creating: 190 outlets carrying the "Autonomie" label, 4 "Arc-en-ciel" outlets totally dedicated to accessibility, a [dedicated freefone number](tel:0800112233) (0800 11 22 33) which makes over-the-phone shopping possible for people with hearing difficulties, deafness or with speech problems, a website www.orange.fr with its [catalogue](#) in paper version and an electronic version published twice a year with





an audio CD detailing solutions for eyesight difficulties, training for 5,000 sales staff in these offerings), ensuring daily dialogue with institutions, associations and customers so as to better identify their needs and develop partnerships such as the one with Urbilog and Orange Labs and associations and federations of people dealing with handicapped situations.

About Urbilog

Urbilog is an IT software engineering company which focuses on digital Quality and Accessibility, with pan-disability awareness.

Since 1995, Urbilog leads an important Research and Development program to provide companies and public structures with Web quality solutions and guidance, such as OCAWA Web-service.

These solutions rank Urbilog as one of the world leading companies in the field of quality audit and assessment for Websites and Web applications.

Since 2002, Urbilog and France Télécom/Orange have teamed up to deliver top notch expertise and solutions for the development of Web accessibility related projects.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 131.8 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 2009, France Telecom had consolidated sales of 50.9 billion euros, including its activities in the United Kingdom, and at 31 December 2009, the Group had a customer base of almost 193 million customers in 32 countries. These include 132.6 million mobile customers and 13.5 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 (on the internet and on your mobile): www.orange.com, www.orange-business.com, www.orange-innovation.tv

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