



PARTENAIRE INNOVATION



Press Release
Paris, 30 May 2018

Orange, official supplier and innovation partner of Roland-Garros 2018

Orange, which has been a partner of the French Open for the past 17 years, has teamed up with the French Tennis Federation to make the French Open the most innovative Grand Slam tournament. Once again this year, Orange has put its expertise to the benefit of the sport and spectators at Roland-Garros to provide them with a unique digital experience.

With a new virtual communication experience that provides an immersive backstage tour of the stadium, as well as a monitoring tool that and measures the crowd numbers on each court, Orange and the French Tennis Federation are innovating together to offer the public and sporting professionals the chance to enjoy several cutting-edge innovations during the competition.

Holotennis

A live, augmented reality broadcast experience

For the 2nd year in a row, Orange and the French Tennis Federation are offering spectators the chance to enjoy an immersive experience foreshadowing future developments in the sporting world and communications. Based on the strength and quality of the Orange fibre network, a VR headset takes you straight onto the Philippe-Chatrier court to play against a hologram competitor. This year, the experience will be even more immersive with a more realistic game, as well as the capture and reproduction of game statistics: the number of forehands, backhands, service speed, etc.

The other new feature is the live broadcast of Holotennis matches. Tablets will be used to view the action in augmented reality (AR). The feature demonstrates how new technology is transforming the way we will soon be able to play tennis and other sports in both real and virtual environments. **#Holotennis**

Look around

A virtual tour of the history of the stadium

As the Roland-Garros stadium turns 90, Orange this year is giving audiences the chance to immerse themselves in the stadium of the past and the future. As the site is undergoing a facelift, two Look around terminals with interactive screens will offer visitors an immersive, fun and interactive experience. Look around, based on artificial intelligence and the latest 360° photo technology, allows you to walk through the facilities, see otherwise inaccessible

areas, discover the history of the stadium through its major architectural moments, historical events and the personalities that have marked it over the years. **#Innovation**

Edge Video Analytics

Analyse the crowd numbers at the stadium using Orange network intelligence

Orange and the French Tennis Federation want to improve the spectator's experience during the tournament. This innovative system can accurately measure in real time the crowds in each area of the grandstand surrounding the Suzanne-Lenglen court. This has been made possible by using connected cameras and the local processing of images within the mobile network, providing fully-anonymized data¹. Specifically, the system uses the latest technology in distributed computing over networks that pave the way for real time processing and guaranteeing security and data protection. In the medium term, the Federation's objectives are to optimise the spectator experience by reducing waiting times and improving public guidance systems. **#Innovation**

Follow the event live on Twitter with **@orange #RG18**
and find out more on Orange.com

About Orange

Orange is one of the world's leading telecommunications operators with sales of 41 billion euros in 2017 and has 150,000 employees worldwide at 31 March 2018, including 91,000 employees in France. The Group has a total customer base of more than 263 million customers at 31 March 2018, including 202 million mobile customers and 20 million fixed broadband customers worldwide. The Group is present in 28 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the Orange Business Services brand. In March 2015, the Group presented its new strategic plan Essentials2020, which places customers' experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: www.orange.com, www.orange-business.com or to follow us on Twitter: [@presseorange](https://twitter.com/presseorange).

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About Roland-Garros

For sport lovers and the general public alike, Roland-Garros is a major prestigious event. In 2017, there were more than 470,000 spectators at the French Open, which was broadcast in 223 countries and territories around the world, demonstrating the renown of sports tournament on the global scale. Organised by the French Tennis Federation, Roland-Garros is the only Grand Slam tournament played on a clay court, one of the oldest and noblest in the history of the sport.

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¹ No individual data is processed or saved.