



Orange, official supplier and innovation partner of Roland-Garros 2019

The first live broadcast of matches in 8K thanks to 5G, a mixed reality experience to get into the thick of the sporting action, access to all the useful information about the Grand Slam competition thanks to artificial intelligence - once again this year, Orange is working with the French Tennis Federation to make the French Open one of the most innovative Grand Slam tournaments.

For the 18th year in a row, the women and men at Orange are drawing on their expertise for the benefit of the sport and the spectators at Roland-Garros to provide them with a unique digital experience.

This year, the French Tennis Federation, Orange and France Télévisions are joining forces to air the first ever live 8K TV images of the matches on the Philippe-Chatrier court, broadcast thanks to Orange's 5G network within the Roland-Garros stadium.

During the 15-day competition, the visitors - the general public and professionals alike - will be able to admire sports coverage of unrivalled quality at the stadium in two specially created showrooms. A technological breakthrough made possible thanks to the 5G network deployed across the stadium; this network meets the huge growth in data and connectivity requirements of new digital uses.

For the first time at the French Open, France Télévisions' 8K cameras¹, located on the Philippe-Chatrier court with their real time data processing platform, will broadcast live to Orange's local 5G transmitters² deployed especially for the event.

In addition, France Télévisions' sports newsroom will test, in real conditions, Orange's new 5G broadcasting performance to film their coverage using mobile cameras (HD).

¹ Sharp, Vocas, Astro Designs, BlackMagic Design

² in partnership with Nokia

This experiment has been made possible thanks to the involvement of the France Télévisions Innovation and Prospective teams, the Orange group's Innovation teams and the FFT's teams.

With 5G, mobile TV will enjoy very high-resolution images and will also be demonstrated on the very first 5G smartphones by Oppo, the premium partner of Roland-Garros. Lastly, a panoramic display wall will demonstrate a unique and innovative way to make the most of the very high definition³ images that the networks of the future will be able to carry.

5G will offer speeds up to five times faster than 4G for ever more immersive experiences. It will also make it possible to offer high-speed broadband in countries where there is little fibre infrastructure. Lastly, the 5G networks will transform companies' business models, propelling them into the age of real-time, thanks to excellent speeds, latency and reliability, and its ability to adapt to each person's requirements.

Holosport: the future of sporting experiences and immersive services in mixed reality

This year, Orange and the French Tennis Federation, are offering the chance to go even further than virtual reality experiences. Thanks to mixed reality, and equipped with Magic Leap One headsets, visitors will be able to watch a tennis match broadcast in mixed reality.

Mixed reality adds, on top of augmented reality, animated projected images, perfectly synchronised with reality, to create a new world combining reality and virtual reality. In this new world, the user can interact or take control of all the virtual aspects.

A taste of how we could experience tennis and other sporting, cultural or artistic events in the future. Visitors will be able to interact with the projected images and move around to choose the best viewpoint. Immersive and interactive uses that will soon spread thanks to 5G's excellent specifications.

Tournament Assistant: a virtual assistant dedicated to Roland-Garros

Using Artificial Intelligence (AI), Orange is offering visitors an even better experience at the Tournament with this virtual assistant, via a dedicated demonstration on smartphones. Visitors will be able to ask the Tournament Assistant many questions (written or oral) about the French Tennis Open and will receive an immediate answer:

- History of the Roland-Garros site: all the information about the tournament's historical figures, the construction and development of the site, etc.
- Practical information: weather, location of the courts, bars, restaurants, toilets, etc.
- Sporting information: match results, the day's schedule, location of the next matches, etc.

³ in collaboration with NTT

The anonymous data collected and analysed will, in return, enable the organisers of the French Open to better understand the needs and interests of the visitors on the site during the tournament and improve their experience.

About Orange

Orange is one of the world's leading telecommunications operators with sales of €41 billion in 2018 and has 149,000 employees worldwide at 31 March 2019, including 90,000 employees in France. The Group has a total customer base of more than 264 million customers at 31 March 2019, including 204 million mobile customers and 20 million fixed broadband customers worldwide. The Group is present in 27 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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