

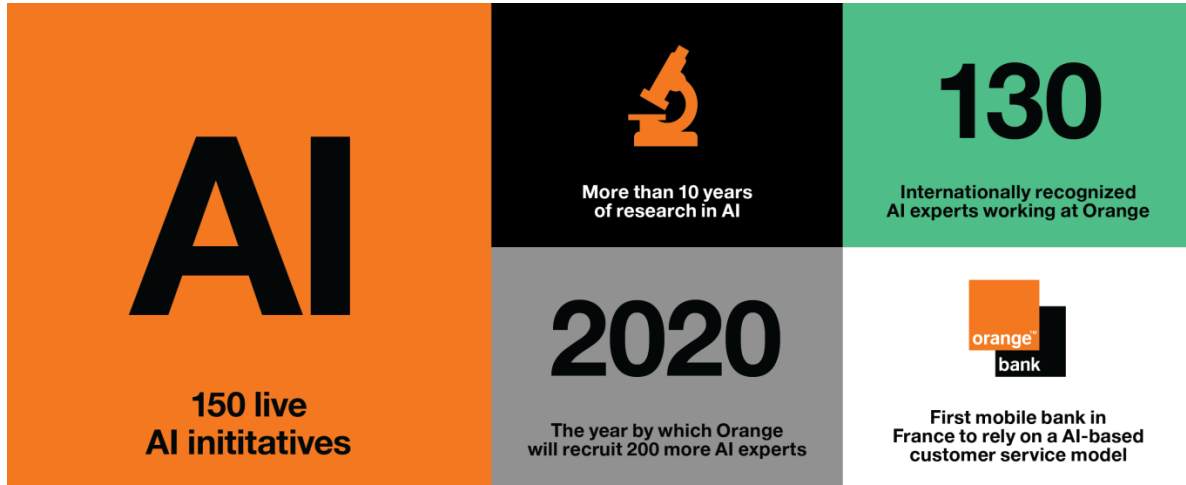
Orange – Artificial Intelligence

Orange believes that Artificial Intelligence will only truly matter if it serves a purpose to humankind and addresses people's most essential day-to-day needs. That is the only way it will bring about the kind of progress that makes life better for everyone. Making AI useful to people is key for Orange, which is why Orange has been working on AI for years with its partners to design new products and services, improve the customer experience and improve its business processes. Orange also helps corporate customers to benefit from IA to transform their businesses and improve performance and ways of working.

Orange's AI values:

- AI, like all that we do, must be developed with « Human Inside » principles: Human beings as the starting and finishing point
- Those that design, develop and implement it must do so **responsibly**
- AI must be **well-thought-out**, and should be **inclusive**, respectful (respecting both the data security and the privacy of the user) and responsible. This means:
 - including end-users very early in the process of developing and testing AI solutions
 - developing business practices that make it possible to detect and/or correct identified issues with AI such as bias, errors or inexplicable results;
 - developing AI within an ethical and transparent legislative framework, which is shared and evolves.

Orange and AI at a glance:



Orange is using AI in the following ways today:

Design of new products/services and improvement of the customer experience

Djingo: this AI platform, developed in partnership with Deutsche Telekom, enables Orange to understand, interpret and process customer voice and text speech and loop it back to different media (apps, speakers, remote control). Djingo has been integrated into the Orange Bank application in France and in Spain, through the 'MyOrange' app and orange.es. This new conversational interface with customers, supported by AI, has been designed to give quick, 24/7 and efficient answers to simple questions about Orange products and services, thus improving customer experience.

Due to launch in France, Djingo is a virtual assistant which can be used by customers with a connected speaker for a seamless customer experience across Orange's and partners' services.

Orange partnered with Amazon Alexa to offer a wide range of additional services for example. In the near future, this will also be available for connected objects in the home (with Orange's Connected Home).

Virtual Agent: a service which enables us to create conversation interfaces in an app based on text and voice. Even non-tech savvy users can, quickly and easily, build sophisticated chatbots supported by deep learning technology that understand and use natural language.

Improvement our processes

Deployment of the fibre network: AI is used to automatically select the best route for the deployment of optical fibre when connecting a neighbourhood.

Network security: AI is used to detect abnormal behaviour on Orange customers' Wi-Fi networks to prevent the spread of computer viruses.

Improvement for our business customers

e.i.m. Leblanc: AI delivers a tailored solution for remote monitoring, alongside curative and predictive maintenance.

A financial player: AI detects fraudulent or potentially money laundering transactions.

Healthcare: Sanoïa/Pitié Salpêtrière: AI enables the anticipation of inflammatory attacks and significantly improves the quality of life of patients who suffer from Chronic Inflammatory Rheumatism.

Other AI activity

1. Orange is making increasing efforts to support the AI ecosystem in France and in Europe

- Orange is participating to the AI High Level Expert Group appointed by the European commission
- Orange is a partner of the Microsoft AI School, which aims to train 500 AI data developers
- Orange supports AI start-ups through the Orange Fab accelerator programme
- Orange is a major participant of Impact AI, a dedicated AI think-and do tank, with Microsoft and other members of the French digital ecosystem

2. Investments

- Orange announced in May 2018 an investment in a company called SoundHound. SoundHound is an American company which is developing a very innovative voice AI platform called Houndify which will be instrumental in enhancing our assistants and chatbots in the future. Orange is progressively testing it at the moment. Orange sees voice as a key aspect but a challenging one and Digital Assistants will need to be able to understand a variety of accents and dialects within a single language.

Recent news:

March 6, 2018 - [Orange Bank brings unique customer experience with its virtual advisor IBM Watson](#)

December 12, 2018 - [Orange presents major innovations focused on digital inclusion at Show Hello](#)

Further information:

For more information on Orange's views about AI, please go to:

[Helpful artificial intelligence](#) and [Hello I am AI](#).