

La collection

spring **08**



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Orange explores new frontiers

Step aboard for a journey to new territories. With La collection spring 08, Orange takes you beyond the known frontiers of multimedia communications to explore new horizons, as always with the goal of simplifying and improving your life in a constellation of different ways.

Orange is now exploring two new territories as it expands into new areas that concern everyone: one is healthcare and well-being, and the other is online services and advertising.

- 1 -** Orange was one of the pioneers in the e-health sector, which we define as a harmonious blend between healthcare services, information and communication technologies, and is now making the most of its 10 years of R&D in the field, thanks to the new Orange Healthcare line of business entirely devoted to the e-health market, which is expected to grow by 15-20 per cent in the next five years in Europe. A study conducted by Ipsos for Orange in 2007 showed that more than 80 percent of the European public is in favour of integrating information and communication technologies into health management. Orange has already developed a number of exciting new products and services focusing on three areas: the doctor-patient relationship, healthcare administration and homecare.

In a world with a rapidly aging population and spiralling costs, providing accessible, high-quality healthcare has become a major concern. Orange Healthcare addresses the issue with innovative services that simplify and make more effective the exchange of information between all those involved—patients, healthcare providers, caregivers and public or private insurers

Services like Connected Hospital At Home, Connected Emergency Response and “Mobile Téléassistance” service offer peace of mind and comfort to patients and their families by increasing communication, efficiency and effectiveness for all parties involved.

- 2 -** In addition to healthcare, and in keeping with its content strategy, Orange is opening new avenues for growth through its audience and online advertising activities. Faced with American Internet players, Orange has developed one of the largest Web audiences in France and on its main European territories over time. Orange is also extending its audience and online advertising solutions to other screens (mobiles, TV), in partnership with media and advertising players. All this makes Orange a major participant in the revolution that is leading traditional media towards digitalisation. Thanks to its presence on the Web, mobile and TV, Orange has built an international audience in the digital world over the years:

- Web audience: With 58 million unique visitors worldwide per month and 17 million in France, Orange is the only European player among the top 25 audiences worldwide. Beyond the worldwide strength of the brand (with orange.fr, orange.es, etc.), Orange benefits from an extensive portfolio of properties and leading brands. It is:
 - number 3 in France, with 17 million unique visitors, notably on orange.fr, 118.712 (directory assistance), voila and GOA,
 - number 5 in Spain, with 9 million unique visitors, notably on orange.es (Ya.com, Rincon del Vago and Autocity.com),
 - number 3 in Latin America, with 17 million unique visitors on Starmedia,
 - number 2 in Poland, with 8 million unique visitors on Wirtualnapolska.(For more information on these sites, see the appendix at the end of this press kit.)

Orange is strengthening this audience with:

- the introduction of innovative services like Pikeo, Soundtribes, Whosegame and “Mes Données,” along with ongoing improvements to helpful services for Web users: Orange e-mail, the Voila search engine in France, Orange Messenger by Windows Live in partnership with Microsoft, etc.,
- partnerships with content producers like Kewego, Meetic, Autoplus, Fox, Infobolsa, as well as the acquisition of well-known Web sites like Cityvox for its localised content,
- the creation of online communities. In the United States, for example, Starmedia is the number 6 portal for the Hispanic community, with more than 1 million unique visitors per month. Orange also reaches the gaming communities, notably through its GOA subsidiary, with its Massively Multiplayer online games and—coming soon—Warhammer.

■ In addition to its strong position on the Web, Orange is fuelling the use of the mobile Internet among its 110 million customers worldwide. Over 10 million of them are already active users of the Orange World mobile portal.

■ With over 1.2 million families watching Orange IPTV via ADSL (in France, Poland, Spain, Mauritius and Senegal), Orange plays the role of an audience amplifier for the channels included in its bouquets and is also developing its own services, such as VoD (video on demand) with 24/24 video and its sports information channel, and Orange Sports TV.

To monetise its audiences, Orange has an online advertising agency with a staff in France, the United Kingdom, Poland and Spain. Through its AdEurope network, Orange is able to fill the needs of all European advertisers. AD Europe is a worldwide online media network offering global digital advertising solutions with country-specific customisation in more than 60 countries and 26 languages around the globe.

In France, Orange Publicité, one of the leading online advertising agencies in the country, reaches seven out of ten users. In Europe, Orange has an Internet audience of 130 million unique visitors per month through its advertising network and partnerships.

This agency already sells a variety of online advertising products, including banners, targeting services, click-through offers, etc. Major advertisers like Danone, Fox, Adidas, Nike, Gucci, ING Direct, eBay, McDonald's and Walt Disney Pictures have already put their trust in Orange.

With the growing importance of digital media, the advertising market is now entering a new era.

Digitalisation supports new advertising approaches with increased personalisation, localisation and interactivity, and encourages the development of three-screen (Web, mobile, TV) advertising campaigns. The mobile phone is now becoming a new advertising base. Digitalisation not only makes it possible to better target advertising messages on the mobile but also to develop interactivity thanks to the huge potential of television. These new advertising formats reawaken consumers' interest and curiosity, improving the effectiveness of ad campaigns. Orange has solid assets to compete with leading international players in this new digital advertising market. Among them are:

- its targeting and personalisation capabilities,
- its mastery of networks and interactive and mobile technologies,
- the fluidity of its services and content on any screen.

Orange is anticipating what tomorrow's advertising will be and making it happen with an innovative step-by-step strategy.

- 3** - Orange is also constantly improving the products that are so familiar to its users and to create new ones that respond to the needs expressed by its customers. Mobile broadband, which is widely available and easy to use for both business users and consumers, offers just one example.

IT Plan, for example, is a blessing for small and medium-sized enterprises, since it takes all the headaches related to office information systems—hardware and software—out of a company’s hands, saving it time and money in the process. And Orange’s devices and boxes, including the Livebox, are getting better and better in every new version. With every new product or service, Orange wants to increase your mobility, performance, quality of life and peace of mind. And, as much as possible, these new products are screened for their contribution to sustainable development: for example, the new and smaller Livebox uses less plastic, incorporates more recycled and recyclable materials—and uses less energy.

In addition and keeping with its concerns about accessibility, Orange created an accessibility department in 2003. Its main missions are to integrate accessible features right from the design phase so that the disabled and dependent elderly can easily use the products and services and to ensure that all physical and remote distribution channels are accessible to all.

- For further information, visit www.orange.com or the WebTV site www.orange-innovation.tv, where you can experience the collection in images as if you were on the spot.
- This press kit is available in a Braille version on request.
- Read on to discover the exciting details of the new frontiers Orange has explored for you.

1 - Healthcare



Orange has created an array of new services with a double goal: to improve the lives of customers by keeping them in close touch with caregivers and loved ones, and to simplify the work of healthcare providers by improving coordination and information flow. The result: better care at a lower cost.

These services facilitate the coordination of health professionals and improve the flow of information between all parties involved, for increased efficiency and comfort.

They also simplify the lives of patients on a day-to-day basis by providing technology that lets them stay at home, close to their caregivers and loved ones, offering them peace of mind.

Another advantage: these e-health services help professionals maximise their productivity and efficiency in their administrative paperwork, as well as optimise patient care management, strengthening the relationships between patients and doctors.

Finally, Orange helps to improve the performance of processes and medical treatments at the hospital. By optimising the flow of information and coordination between all parties, from emergency services to home medical care, it helps the healthcare industry deliver the best possible service with improved cost control.



“Mobile Téléassistance” service

Peace of mind in your pocket

What is it?

Worried about an elderly relative who is getting frail but likes to be independent and get out on her own? “Mobile Téléassistance” service is a simple, life-changing new service that not only lets people with physical or other problems continue their normal activities and maintain a high quality of life, but also reassures their friends and relatives, and helps deal with everything from simple comfort services to emergency situations. This is the first time that three functionalities—remote support (for both emergencies and other services), mobility and geolocation—have been combined in one product.

What can it do?

An individual in need of extra security is provided with a simple handset with geolocation capabilities. If the user feels ill or in danger, a simple double push on a big red button on the mobile phone puts him or her in touch with a Mondial Assistance help line, which will send the needed emergency assistance or other service (e.g., a taxi) or just provide advice or reassurance, depending on the situation. Designated friends and relatives can be alerted to emergencies via a text message, telephone call or e-mail. The help line can find out exactly where the user is, thanks to the device’s geolocation capabilities using A-GPS technology. Everyone feels more at ease: the users because they know that help is available at the push of a button and their loved ones because they know they will be contacted immediately if a problem arises.

This service is a boon not only for the elderly or people with physical disabilities, but also for pregnant women, women alone, people living in dangerous or isolated areas, people with chronic illnesses, drivers and extreme sports aficionados.

The handset is specially designed for easy use by the elderly and disabled. Users can set up the parameters for the service on a Web site integrated into the Orange Accessibility Web site or by calling the remote support service.

Point of view

“I feel more secure when I go out with this phone as I can be helped anywhere, anytime.” Renée Plassier, retired, Issy les Moulineaux (France).

Find out more

- the GSM/GPRS handset with a dedicated button is equipped with an A-GPS (Assisted Global Positioning System) chipset for geolocation. The solution includes an A-GPS platform for positioning calculation, a GIS (Geographic Information System) platform for mapping and an M2M (machine-to-machine) platform for computing data. The service uses three core networks: mobile, fixed and data. A help-line platform (Mondial Assistance) handles call reception and treatment.
- when: launch in June 2008 in France in the Orange “Arc en Ciel” stores. “Arc en Ciel” (“rainbow”) stores cater for the disabled and dependent elderly.



Connected Emergency Response

Enhance information transmission in emergency situations

What is it?

A call arrives at the switchboard of the emergency medical services. A distressed woman says that her husband has collapsed. The operator takes the name and address of the patient and enters it into the computer. A map showing the man's location pops up on the tablet PC of a team of emergency medical technicians, who receive his treatment files while speeding towards his home. Before they even arrive, they know that the 62-year-old man has a history of high blood pressure and high cholesterol, making him a likely heart-attack victim. On arrival, they confirm their suspicions, and after administering first aid care, rush him to the hospital. On the road, they transfer their findings to the hospital, which readies the equipment and personnel needed for his immediate treatment. The man's life is saved thanks to timely, appropriate intervention.

What can it do?

Connected Emergency Response is a complete information system that speeds up communication between the three main players in the emergency system: the ambulance, the hospital and local coordinators. It allows real-time communication between the emergency service centre and medical technicians in the field. The system makes it possible for the paramedics to arrive on the scene quickly thanks to automated navigation, receive the patient's history, transmit vital medical data (assessment, diagnosis, monitoring of vital signs, treatment, medical acts, etc.) to the patient's medical file, decide which hospital is best equipped to treat the patient and manage the ambulatory pharmacy (ensuring that needed supplies are available). It also helps the administration manage invoicing of emergency interventions and prepare the ambulance and emergency medical team for the next call. For the patient, the advantage is obvious: vastly improved care. Speeding up all these processes can save lives!

Added benefits for medical services: legal risks are reduced, since medical interventions are better targeted and documented, and they deal with only one service provider, Orange.

Point of view

"This is the future tool for our everyday work. It is able to adapt to exceptional cases and situations." Vincent Marel, emergency physician.

Find out more

- this complete mobile workflow solution includes a networked ASP (application service provider) information system, the integration of emergency medical equipment, and geolocation and mobile communication services.
- when: customized solution available in France

Connected Hospital At Home



Improving patient care,
streamlining communication and administration

What is it?

Taking care of a patient in the hospital can prove difficult for today's overtaxed healthcare systems, but the process becomes even more complicated when a patient at home needs hospital-like care involving special equipment and furniture, medications, a variety of caregivers and—perhaps most onerous of all—detailed paperwork to ensure good communication between caregivers and to avoid potential mistakes. Sound overwhelming? Not any more, thanks to Orange's new service, Connected Hospital At Home. Orange is the first carrier to offer access to the patient's up-to-date medical records in real time, guaranteeing full coordination between medical caregivers at home, no matter what at-home hospital or home-nursing structure is being used.

What can it do?

Connected Hospital At Home simplifies and rationalises the coordination of the many people and necessary amounts of information involved in caring for a patient in hospital-like conditions at home. Picture the patient in a hospital bed in the family guestroom, attended by a relative or home caregiver, with a computer terminal on the table by his side. The family doctor stops in. She hasn't had time to speak to the specialist who had paid a visit to the patient in the morning to discuss his test results. She inserts her professional card (CPS) into the computer terminal to identify herself and reads the specialist's report, then looks at the test results herself and checks the caregivers' reports on the administration of the patient's medication. While chatting with the patient, she finds that he has been having trouble sleeping, so she prescribes a mild sedative. Before leaving, she records her visit, her comments and the prescription on the terminal for the next health professional to read. Soon after, a meal delivery service arrives with the patient's lunch, which is also noted in the computer. At the hospital later in the day, the specialist logs in to check on the patient's progress.

The beauty of the system lies not only in its advantages for the Home Hospital Discharge (HDD) structures in charge of coordinating at-home patient care, but also for the patient, who benefits from improved service all around, an increased sense of security, and hospital-style care amidst the comforts of home rather than in the impersonal atmosphere of a hospital. Society as a whole benefits as well, since home care is less costly than hospitalisation.

Other advantages: billing and insurance reports are simplified thanks to the detailed time-stamped information stored on the computer, and the bulky files that medical professionals used to have to carry are eliminated, with the added environmental benefit of reducing the amount of paper used. Medical files are easy to access by authorised individuals (via a high-security management system for authorisation and profiles), but not available to anyone else thanks to a secure wireless system.

Point of view

“Hospitalisation at home is an emerging new hospitalisation method that responds to two needs: better adapt to patients' requirements and reduce the duration of their stay in the hospital and, as a result, insurance costs.”
Dr. Eric Dubost, Healthcare VP., Lyon

Find out more

- Orange provides a fully integrated solution with third-party functionalities. The customer receives a ready-to-use terminal. Security tools, after-sales service, platform hosting and supervision are all provided by Orange.
- equipment: NEC TCM 180 terminal, CPS card reader, scanner, wireless card. The dedicated terminal uses Business Everywhere and secure Internet access.
- when: April 2008 in France

Health Mate At Home



A nursing home is a costly last resort for the care of an elderly person who can no longer live independently, but institutionalisation can often be avoided when the appropriate homecare services are available. Thanks to Orange's Health Mate At Home, more elderly people will be able to stay in the comfort of their own homes for longer periods of time while having their medical needs attended to.

This is the first fully integrated, customised solution combining business and personal services, with a shared personal calendar and logbook, time stamping and third-party payment solutions. The same system gives healthcare providers and insurers an efficient tool for record-keeping and billing and increases accountability for homecare services.

Interpersonal communication features, such as media sharing, messaging, videoconferencing, remote support and an alarm system, reassure the patient and reduce feelings of isolation by offering face-to-face contact with others, while significantly improving the communication flow among all parties involved. It also helps relieve the burden on relatives and care givers.

The patient has an easy-to-use touch screen at home, while the care providers use an Internet portal. By grouping all these services, Health Mate At Home reduces costs considerably.

- when: Trial in Q2 in France—Launch planned in Q4 2008 in France

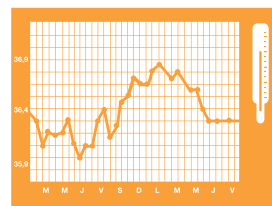
Point of view

“New information and communication technologies are a priority for public administrations to enhance healthcare services and in particular allow older people to stay in their homes.” André Santini, French Minister, MP and Mayor of Issy les Moulineaux

“In Europe, more than 95% of people over 60 live at home and want to stay in their homes as long as possible.” (OECD)

More Orange Healthcare products and services

Health Monitor



Health Monitor offers a prime example of how technology can improve the quality of people's lives. This customised chronic disease remote management system allows the elderly and others with chronic illnesses to remain in the comfort of their own homes while giving them a sense of safety and security, and even contributing to an increased lifespan. This modular, Web-based end-to-end remote disease management tool improves communication between patients and healthcare professionals. It also educates patients about their illness through dynamic questioning and educational messages, gives them a way to communicate with a professional health team at any time and reminds them when to take their treatments or when they have a medical appointment. These services are provided through the most suitable means (phone, PC, touch screen, etc.).

Specially designed to be accessible to elderly and infirm patients, it offers easy-to-understand type and pictures, an ergonomic navigation system, adjustable volume and optional text vocalisation.

The system is equally beneficial for healthcare professionals. Health Monitor gives them a useful tool for structuring patient follow-up protocols, a record-keeping device, a shared database for coordinating their activities, a multi-canal communications method, statistical databases and report generation.

Public and private insurance companies, pharmaceutical labs and suppliers use the system for statistical purposes and to help improve their products and services.

The benefits of this system are manifold. Early detection of changes in health status enables health professionals to provide proactive interventions, helping to prevent further decline in the patient's health, emergency-room visits and costly hospitalisation. The time saved on treatment can be used for prevention.

- when: customised solution available in France

Point of view

"This service is the link between the medical care network and the patient's home thus allowing better coordination and better patient care." Jean-Pierre Grangier, Coordination Officer, Calydia

Click To Book

The last thing a busy health professional needs is the constant interruption of patients calling to make appointments. And then there are those days when a patient forgets an appointment or two patients show up at the same time because someone forgot to write down an appointment. What's the solution? Click To Book is an inexpensive integrated Web-based appointment booking service that is easy to set up and use. Reachable everywhere at any time, it is the ultimate in simplicity. Patients who have been given a (revocable) password by their medical practitioner can go online anytime and choose the most convenient time slot or cancel an appointment whenever they want. The professional's appointment book is automatically updated. The patient receives confirmation by e-mail and is sent, if he or she wishes, a reminder by SMS the day before the appointment. Colleagues and assistants can consult the schedule, which is also reachable from a mobile phone or PDA (personal digital assistant). Both professionals and patients save time, and practitioners have more time to devote to their real job: caring for their patients.



- when: already available in France

Point of view

"An easy-to-use service that facilitates my relationships with patients and helps me book appointments." Thierry Manteau, General Practitioner, Courbevoie (France)

More Orange products and services

E-diet: Wellness preview

For a healthier lifestyle

When you're dieting, one of the most dangerous moments comes when you are out with friends—it is so hard not to break down when you see them indulging in a rich dessert! Or what about those high-stress moments when it seems that only chocolate can provide relief?

E-diet is a preview of the first mobile solution that provides support for dieters via either a mobile phone or the Web. The service gives you access to your personal diet wherever, whenever. It calculates your body mass index and offers customised dieting advice based on it and your needs and preferences. You have access to communities and blogging for interaction and support. The always-on progress tracker becomes the home page on your mobile phone and computer. You record what you have eaten in your food diary, which calculates calories consumed, and you can look up the calorie counts of various foods on the calorie checker. And, just when you feel like giving in and indulging in a blueberry muffin, a motivational message (text or image) pops up on the screen and strengthens your will power.



Point of view

“Seventy-six percent of consumers believe that taking care of your health every day is important.” Eurobaromètre

2 - Audience and advertising

Orange is rated in the top 25 worldwide in terms of visitors to its Web sites (portals and shared gaming sites like GOA) and is constantly improving the content and ergonomics of its online offering, with fluidity on all three screens. The goal is to make content and online services simpler, more user-friendly and more fun, while offering users peace of mind. Orange Web portals in France, the UK, Poland, Spain, the Americas and farther afield benefit from new online services designed to make life easier and more enjoyable. The same is true of the Orange World mobile portal.

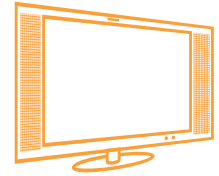
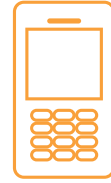
To make sure that its audience has access to the very best, Orange is also inventing new experiences in association with leading brands like EA Mythic for Warhammer, a new Massively Multiplayer Online Role Playing Game (MMORPG). And, since mobile Internet is now a reality, Orange is unleashing the mobile Internet experience with its refreshed Orange World portal and multimedia options. My Content Online helps users to securely store, share and access any type of content online.

Last but not least, Orange is inventing new formats for advertisers with Multi Screen Advertising (PC, TV and mobile) and Interactive Advertising On TV. Now advertisers can not only reach wider, better-targeted audiences both at home and on the move but can also measure their return on investment and the performance of their commercials, while truly interacting with their customers.

Point of view

“We chose Orange because it offers us an innovative triple-play model. Through the Internet, mobile and IPTV, we advertise our movies with exclusive content (trailers and clips, games, ringback tones, etc.), which can be downloaded by our users. This adds a great deal of value and is necessary if we want to get people to go back to the cinema to see films like the ‘The Simpsons Movie’ after they have been watching the series on TV for 17 years for free! It was a challenge, especially for young people, our primary segment, but we succeeded in building the audience for the film.” Montserrat Gil, Marketing Director, FOX Cinema Spain.

“We predict that Internet advertising will pass three milestones over the next three years: we expect it to overtake radio advertising in 2008, to attain a double-digit share of global advertising in 2009 and to overtake magazine advertising in 2010, with 11.5% of total adspend.” Advertising Expenditure Forecasts. ZenithOptimedia, December 2007.



Multi Screen Advertising

A turnkey solution for reaching a wider audience

What is it?

In our information-overloaded world, with its wealth of media options, how can an advertiser be sure of reaching the widest audience possible? By using Multi Screen Advertising, which adapts an ad campaign to television, mobile phones and the Internet.

What can it do?

This solution helps advertisers reach their public in a world with increasingly fragmented audiences and media use that takes place anywhere, anytime.

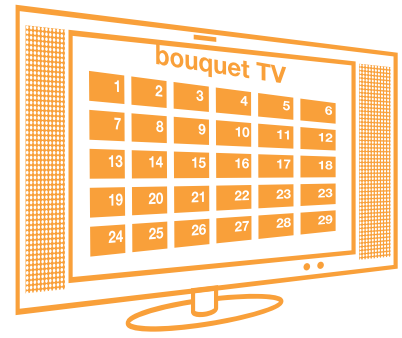
Orange is a key player in the digitalisation of media: it offers content on multiple media and makes it possible for advertisers to be associated with the Orange brand and content through Multi Screen Advertising.

Each online advertising medium has its own advantages. An ad on the mobile phone network offers a great way to create buzz and get people talking about a campaign. Ads on the powerful interactive tool that is the Web can include banners and videos and make it easy for customers to get further information. And TV provides a way to spread the word to a large audience. With Multi Screen Advertising, advertisers get a turnkey three-in-one offer that allows them to reach a wide, targeted audience both at home and on the move, with strong return on investment and detailed analysis of the performance of their campaign, which is adapted by Orange to each medium's specific format.

- when: Q2 2008 in France and Spain

Point of view

"Internet, mobile and TV will represent half of the advertising market in 2010." ZenithOptimedia, December 2007.



Interactive Advertising On TV

Cutting-edge commercials

What is it?

Do you zap TV commercials because they bore you? Do you sometimes wish you could immediately buy the product being advertised or just find out more about it without going to a lot of trouble? Orange's next-generation approach to TV advertising lets consumers get what they are looking for by interacting with ads while offering advertisers deeper contact with consumers and a measurable new way to track the effectiveness of their commercials.

What can it do?

These cutting-edge new advertising formats transform the home audience equipped with IP (Internet Protocol) television from passive viewers into active participants who can use their remote controls to interact with TV advertising. And an interested viewer is a potential buyer—good news for advertisers, who can find out exactly how viewers respond to their commercials and make the most of this information while strengthening their relations with audiences as never before.

Viewers can request information, buy a product immediately or click through to get additional information on a product. When they see an overlay offering further information on the screen, simply clicking on the remote control's orange button takes them to interactive advertising in the form of a 'showcase' page offering a wealth of information, interactive services and videos. If the product is a car, for example, they can find out about its features, watch it in action on a video, schedule a test drive or get information on financing. Viewers can also access information on a product such as the location of an advertiser's nearest store, or request product samples.

Point of view

"The IPTV ad market with the Orange European footprint is expected to be worth? 1.3 billion in 2010." Informa Telecoms & Media, Dec. 2007

Find out more

- equipment: Orange TV Set Top Box and its remote control.
- when: preview trial in France in Q3 2008

Warhammer® Online: Age of Reckoning™



What is it?

Any Dark Age of Camelot, MMORPG or Warhammer fans in your entourage? Now they will have new worlds to conquer with Warhammer Online: Age of Reckoning. Warhammer Online, a new Massively Multiplayer Online Role-Playing Game from EA Mythic, the creators of Dark Age of Camelot, offers a new experience in online gaming. It is based on the popular Warhammer fantasy world created by Games Workshop 25 years ago.

What can it do?

It brings thousands of players at a time from around the world into the virtual world of Warhammer, where they take on the role of one or several characters to fight for their realm against other players rather than a machine. The game features a brand new Realm vs. Realm system (an advanced version of Player vs. Player game play), the Tome of Knowledge and Public Quest.

This exciting world does not disappear when the user leaves it: it is 'persistent', which means that it continues to evolve even when the player is not connected. The beta version of this game with spectacular graphics has over 600,000 subscribers worldwide, 310,000 of them in Europe. WAR (for Warhammer Online Age of Reckoning) is the most eagerly awaited MMORPG in 2008.

Find out more

- Official European Web site: www.war-europe.com
- Warhammer Online is the licensed online version of Warhammer.
- partners Orange and EA Mythic are working together to make this game the most successful in the world
- when: simultaneous release in Europe and North America (27 countries in five different languages) in Q3 2008

More Orange products and services

Orange World

Mobile Internet is now a reality

Wondering why you would want to surf the Web from your mobile phone? Worried that if you do, it will cost a fortune? Orange's updated portal for mobile makes it easy by offering the best of the Web, improving key services and unleashing usages with unlimited multimedia options—with no subscription requirement. It gives you easy, direct, customised access to the content and services you are looking for with its search bar and simplified navigation.

You can use it to read the news, watch TV and videos, listen to and download music, get sports scores, consult a map, send e-mails, get traffic news and much more.

- when: already available in France. Q3 in Poland, Spain and the UK



My content online

Tired of carrying your laptop with you when you travel? Find it time-consuming to transfer files to USB keys? Frustrated by the difficulty of sending photos and graphics by e-mail? Worried about not having backups of family photos and other important documents? All these problems can be solved with My Content Online, a single 1Go space on the Web where you can securely store, share and access any type of content (photos, music, videos, etc.) in any format. The content can be accessed from any PC or a mobile phone (in version 2) anywhere, anytime. The owner determines who is allowed access to what content. Easy to set up and use, the basic storage space is free, with additional premium capacity available on request.

- when: Q2 2008 in France

Points of view

"Today, online storage for me is somewhere between 'nice to have' and a need. But I am sure that it will become a 'must have' very soon." Lee, 34.

"I wish I had this when I got married to store my wedding souvenirs (photos, videos, dinner menu, etc.) and share them with my friends and family." Amanda, 30.

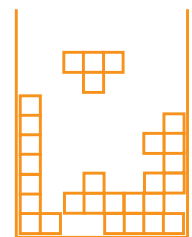


Whosegame

Future gamers of the world, unite! Now they can, on the Whosegame Web site, where users can create their own casual games. This playground for the future talents of the videogame industry provides online tools and assets to stimulate their creativity, giving them a chance to strut their stuff online, share their creations with the world and perhaps jumpstart new careers as game developers.

Users can also join a game designer group online and team up with others to create exciting new games. With its unique design and state-of-the-art Web technology, the site combines three developed aspects of the online world: casual games, online communities and creation. Whosegame is free and can be used by anyone to create games—or just play them.

- when: already online at www.whosegame.com



3 - New or improved versions of Orange core products and services

Orange is working non-stop to improve all its offerings and create new ones. PCs have now become an integral part of our lives, for example, and now Orange wants to make sure all PCs are connected everywhere for everyone. And it wants to simplify the work of businesses by providing a complete solution for office IT, replacing the piecemeal approach that has reigned until now.

A priority for Orange is to ensure that all of its products and services are as environmentally friendly as possible and accessible to the greatest number of people. Orange's watchwords are simplicity and ease of use.

Mobile broadband for everyone

Buy your PC with Orange as easily as you buy a phone

Leveraging the success of PC-embedded laptops integrating Business Everywhere connectivity (available since 2006), Orange is going all out to lower barriers to accessing the Internet anywhere. Orange stores now offer complete packaged solutions with a wide selection of PCs, financing plans, service and assistance, and, of course, an Internet connection.



In Central Europe, some successful examples have been launched. The offer bundles a laptop, (DELL, ASUS, HP, Toshiba, Fujitsu-Siemens, Sony, Lenovo, HTC or Apple) a connectivity device (embedded SIM card, USB modem, PC card, Flybox, etc.) and the Internet subscription tailored to each customer's needs.

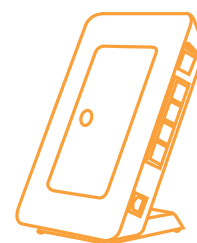
In Romania, Orange partnered with Cetelem Romania to offer financial/credit solutions, and with System Plus, a local reseller, for assistance. A laptop and a mobile Internet connection are sold at competitive rates in Orange shops, with customer support and sometimes dedicated/managed services (e.g., installation, software training, hotline, etc.) included.

- when: already available in Slovakia, Poland and Romania

Flybox

Orange launches very-high-speed mobile broadband

Orange has already come up with an innovative solution for people who do not have high-speed access to the Web because they live in areas without access to landlines or DSL (digital subscriber line) coverage: the Flybox, a Livebox that uses the mobile network to offer broadband and voice services to users. Now the Flybox has been improved by making it compatible with the new HSUPA (High Speed Uplink Packet Access) protocol, which greatly speeds up the time it takes to upload a document. This plug-and-play solution for the home or office makes it possible for everyone, everywhere to surf the Web at speeds of up to 2 Mbps, send e-mails with heavy attachments like presentations or photos and talk on the phone 24 hours a day, with good indoor coverage and shared access for three or four PCs, and Wi-Fi for laptops. The device can be moved to different sites as needed, and can be used with both standard and analog phones.



- when : Q2 2008 in Slovakia, Egypt and Moldova. Already available in Romania in HSDPA version.

IT Plan

Turnkey solution takes the complexity out of IT management

What is it?

Are you technology-challenged or just too busy to figure out what computer equipment and software your company needs and how to operate it? Do your employees waste vast amounts of time dealing with technology problems that an expert could handle in minutes? Terrified that a system crash will destroy vital data? Let Orange simplify your life by handling complexity for you. Now you can really get down to business.



What can it do?

IT Plan, a complete package of services, enables SMEs to outsource their entire IT infrastructure, including office and enterprise applications, Internet access, file systems and desktops. This is the first package on the market to define the entire user desktop framework, including IT infrastructure and applications, for a fixed cost per user and per month, which means that there are never any surprise expenses due to equipment failure, software bugs, maintenance or other problems. Entrepreneurs can sleep soundly, sure that their data is safe and protected from all disasters on Orange Business Services servers.

IT Plan allows users to access all the company's applications and data 24x7, 365 days a year from all types of secure desktop and data connections (PCs, portable computers or terminals) and from the office, home, a hotel or a cybercafé. The user sees no difference: everything looks, feels and works the same way it did before.

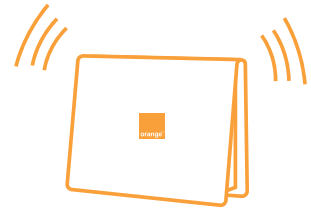
Find out more

- the base pack with Office includes the customer's IT infrastructure in the Orange Business Services data centre, with secure storage space, access-protected Internet, Internet Explorer, a firewall, virus protection, Microsoft Office and standard office tools.
- the e-mail option offers Outlook Exchange with mailboxes of 500Mo/user, push e-mail, spam and virus protection, and back-up facilities.
- the business application option includes Microsoft extensions (MS Project, Vision, Access and storage), e-mail extensions and business application extensions
- the completely new IT Plan infrastructure uses best-in-class technologies for both hardware and software.
- associated offers: Business Internet Office gives new company sites access to the IT Plan, and Business Everywhere gives mobile workers access to the IT Plan. Today, Business Everywhere and Internet Everywhere account for more than 1 million customers.
- when: already available in France

More Orange products and services

Livebox

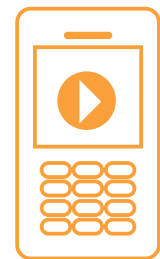
The Livebox needs no introduction, but it has now evolved into a smaller, lighter, more eco-friendly version, which will be available to new Orange Internet customers beginning in April in France. Not only does the smaller size mean less plastic in the box, but it also uses less electricity than the former version. And the packaging has been changed to use more recyclable and recycled materials. As always, this residential gateway allows broadband access to the Internet for up to four PCs at the same time (via Wi-Fi), unlimited calls through Voice over Internet Protocol, Internet Protocol TV with a set-top box, Unik and other services, including Liveradio. The new Livebox is easy to connect, easy to configure and has improved ergonomics. Its other pluses include a more powerful new-generation chipset, optimised Wi-Fi coverage, improved storm resistance, rescue firmware and easy Wi-Fi pairing.



- when: Q2 2008 in the UK, Q3 in France and Spain, Q4 in Poland and Belgium

New devices

Orange presents new Signature devices in three main areas: Unique, music with Sony Ericsson's new Walkman phones allowing direct access to Orange Music and high-end multimedia supporting such Signature applications as HDTV and Orange photo and Internet browsing capabilities. Orange will also offer a new HD VoIP Livephone from Sagem.



The goal of the Signature program is to take the best handsets and make them better by working in partnership with device manufacturers and service application providers to customise each device. Signature devices deliver a simple intuitive customer experience with an Orange look and feel, providing one-click access to key services.

Mobile HDTV

Orange customers have been able to watch Mobile HDTV on the Orange World portal since November 2006 thanks to powerful 3G and 3G+ networks. The switchover to high-definition television is almost as revolutionary as the change from black and white to colour, and users who have HD-compatible mobiles are known to double their viewing time of TV and videos on their handsets.

Orange World offers a wide variety of exciting mobile HDTV content, including 62 live TV channels (some of them created exclusively for mobile, such as LCI mobile and Orange Sports TV); 3,500 videos with mobile-specific formats; Mazonevideo, an interface for exchanging and sharing UGC videos; and exclusive sports content (Roland Garros, Football League 1, Rugby World Cup, etc.).

Orange customers can now choose from more than 20 HDTV-compatible mobile handsets.

- when: already available in France

4 - Appendix

1. Top 25 Audience worldwide in February 2008

		Total Unique Visitors* (000)	Reach (%) of Total Online Population
	Total Internet : Total Audience	822 990	100,0
1	Google Sites	605 576	73,6
2	Microsoft Sites	542 751	65,9
3	Yahoo! Sites	487 573	59,2
4	AOL LLC	240 810	29,3
5	Wikipedia Sites	240 754	29,3
6	eBay	239 900	29,2
7	Fox Interactive Media	158 216	19,2
8	Amazon Sites	155 193	18,9
9	Apple Inc.	139 213	16,9
10	CNET Networks	124 750	15,2
11	Ask Network	116 420	14,1
12	Adobe Sites	107 954	13,1
13	FACEBOOK.COM	100 319	12,2
14	Time Warner - Excluding AOL	90 468	11,0
15	Viacom Digital	83 583	10,2
16	The Mozilla Organization	82 593	10,0
17	WordPress	78 784	9,6
18	New York Times Digital	75 371	9,2
19	Baidu.com Inc.	66 711	8,1
20	TENCENT Inc.	66 228	8,0
21	Lycos Sites	65 454	8,0
22	SINA Corporation	59 507	7,2
23	Orange Sites	58 415	7,1
24	Gorilla Nation	55 597	6,8
25	Sony Online	55 358	6,7

Source: comScore - February 2008
 * Unique visitors aged 15+, excludes traffic from public computers such as internet cafes or access from mobile phones or PDAs

2. Orange portals

- On the Voila.fr portal, information is presented on widgets that Internet users can personalise and easily drag and drop. This Web 2.0 interface is Orange's second most-visited French portal, with about 8 million⁽¹⁾ unique visitors in February 2008.
- 118712.fr is one of the most popular directory services in France. It allows Internet users to search for the names, addresses and phone numbers of both professionals and private individuals, and to easily find access maps and itineraries. This service is one of the Orange.fr channels and is now available via a widget that Internet users can download and use directly from their computer desktop.
- WP.pl (Wirtualna Polska) is the third most popular portal in Poland, with nearly 8 million⁽²⁾ unique visitors, 1.75 billion⁽³⁾ page views in December 2007 and average time spent on the site per unique visitor of 4 minutes and 30 seconds⁽⁴⁾. WP was the first Internet portal operating in Poland and has a large, loyal community. It is popular with Polish Internet users who are looking for information, comprehensive knowledge and instruments facilitating communication.
- Ya.com is one of the main portals in Spain and has been part of Orange since July 2007. Together with orange.es, Ya.com is now among the country's top 5 portals. It brings together thematic channels on such topics as Autos, Women and Gossip, and has managed to build popular and successful communities like elplanazo and chueca over the years.
- The Starmedia.com Web site offers Spanish-language content and services not only to all Latin Americans but also to all U.S. Spanish speakers. Starmedia.com and its 20 local versions attract 17 million⁽⁵⁾ unique visitors every month in Latin America and more than 1 million⁽⁶⁾ in the United States.
- Autocity.com is a pioneering project in terms of content and structure, offering an intelligent source for all information available on the automotive world. Autocity is part of Orange Spain's content offer and is also one of the leading Starmedia content channels.
- In the 10 years since it was created, Rincondelvago.com has become a reference for millions of students worldwide. More than 300,000 pages are available online, and over 70,000 documents have been posted in eight different languages. Users of 75 different nationalities visit Rincondelvago daily. In 2007, the portal had a monthly average of over 21 million visits. Rincondelvago is one of the channels provided by Orange Spain and is also one of the leading Starmedia channels.

(1) Source: Nielsen/Netratings.

(2) Source: Megapanel PBI/Gemius.

(3) Source: Megapanel PBI/Gemius.

(4) Source: Megapanel PBI/Gemius.

(5) Source: Comscore Media Metrix.

(6) Source: Comscore Media Metrix.

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- This press kit is available online:
www.orange.com
- La Collection on Orange Web TV, as if you were there:
www.orange-innovation.tv
- Photos of the Collection can be downloaded from our Media Center:
http://www.orange.com/en_EN/press/mediacenter
- This press kit is available in a Braille version on request.