



Orange, a greater presence than ever before on the 2007 Tour de France!

- **Orange pulls out all the stops for the first ever departure of the Tour de France to be held in the United Kingdom**
- **In continuity of its official partnership with the Tour since 1999, this year Orange is, once again, the official supplier of telecommunications solutions for the event**
- **Orange will be providing content on every platform (Internet, television and mobile): the Tour, be a part of it**

An international Tour de France

To accompany the Grand Depart of the Tour, which will be taking place for the very first time in the United Kingdom, Orange is launching the *On Yer Bike* operation in London: on July 4th, over 500 bikes will be made available to the public free of charge in Covent Garden, in order to celebrate the July 7th departure from London on two wheels.

A world first also on the technical level: an Internet by satellite network. To cover the start (prologue) and the first stage, which take place in the United Kingdom, Orange is setting up a 34 megabit Internet-by-satellite network.

A logistics and technical challenge

For more than 40 years, the group, now under the Orange brand, has accompanied the Tour de France providing all its technical expertise. This year, Orange will be implementing all communication solutions on the Tour, in order to provide the organisers and the media with a complete, reliable, high-performance communication system.

No fewer than 1,500 temporary telephone lines will be deployed every day in the technical and press areas, ensuring that professionals have the same phone number throughout the entire event. This year, for the very first time, Orange has set up "a la carte" Internet access, enabling users to choose their bandwidth and consumption (by the day, hour or minute), all with maximum security.

The mobile network will be ramped up over the entire course, to ensure optimum coverage, mostly in 3G or 3G+

Image, sound and data transmission systems are in place for each stage of the race (satellite links and beams, wired and mobile broadband, video-conference, etc.).

A dedicated team of 50 technicians, mobilised around the clock, with support from 330 regional colleagues at each stage, will handle the transport, assembly, operation and supervision of the necessary infrastructures and systems for 5 specific areas (stage finish line, organisation headquarters, intermediate points, press room and stage departure village).

Finally, GlobeCast, a subsidiary of the France Telecom group specialised in services via satellite, will handle the live transfer of Tour de France images up to the finish line on behalf of France Télévisions and the Union Européenne de Radiodiffusion. For the first time in the history of television coverage of the Tour, the images will be produced and transmitted in High Definition format. For each stage, GlobeCast will deploy a fleet of 6 mobile stations enabling satellite or terrestrial signal transmission of all the HD images produced on the 2007 Tour.





Live the Tour de France to the full with Orange Internet, TV and mobiles - with Orange, "be a part of it"

■ **A world first on Orange TV – follow the Tour in High Definition!**

The entire Tour will be produced in **High definition**. Orange will be joining forces with France Télévisions to broadcast this exceptional event live.

This HD channel, produced by France Télévisions, will broadcast 24 hours a day

After the Tour, Orange will propose a whole range of Videos on Demand (VOD) on Orange TV, including a "best of" the Tour, behind the scenes.

■ **On mobile**

In France, Orange will offer its customers **an exclusive** opportunity to enjoy the Tour de France, live and without commercials, on their mobiles! For the first time, Orange will be broadcasting a channel exclusively dedicated to the Tour de France.

In addition, Orange will also be proposing near-live videos (on Broadband, 3G, EDGE, mobiles) with the highlights, the summary of each stage, interviews, Laurent Jalabert's news and views (2 exclusive interviews daily), behind the scenes glimpses of the Tour, etc.

Finally, a voice server (32 82) will be available for all the latest news and key information, as well as a special SMS service: text LIVE on 20 220.

In the United Kingdom, exclusive coverage on mobile including archive video clips, daily clips after each stage, news updates and results.

Orange will also offer UK customers exclusive coverage via Eurosport on mobile TV.

In Belgium, Orange will offer Mobistar customers the same VOD packages as in the UK.

■ **On Internet**

In France, Orange Sport, the non-stop sports news channel of the orange.fr portal, will offer a selection of video on demand: a summary of each stage, Jalabert's news and views, behind the scenes of the Tour and archive videos.

Also on orange.fr, you'll find an abundance of quality editorial content:

- the Scanner: the high-points of the day
- Live "data"
- a photo gallery featuring the highlights and unique shots of supporters.

In the United Kingdom, Orange will offer orange.co.uk users: Tour highlights since 1993, summaries of each stage and the highlights of the 2007 Tour de France, to include: archive video clips, daily clips after each stage, maps, stage profiles, news updates and results.

■ **At the heart of the Tour with auto-produced content on the mobile and Internet portals**

- The "Orange in the Tour" blog (<http://www.orangedansletour.com> from June 30) regularly updated by Orange with articles, photos and videos underlining the new technologies and means deployed by Orange, as well as behind the scenes glimpses, interviews and all the life of the Tour in the tented village.

- The "Tour de France" on Pikeo, the photo sharing site of Orange available to all Tour de France fans, will enable them to send their photos directly from their mobiles or PCs and place them on the dedicated page (<http://tourdefrance.pikeo.com>).





About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators with more than 161 million customers on five continents.

In June, 2006, as part of the France Telecom integrated operator strategy (NExT programme) to deliver simple, convergent products, Orange became the single brand for mobile, internet and tv offers in France, the United Kingdom, The Netherlands and in Spain, strengthening Orange's position as the number two mobile and internet services brand in Europe. In addition, Orange Business Services, which operates in 220 countries or territories, became the new banner for business communications solutions and services.

France Telecom (NYSE:FTE) is listed on Euronext Paris Eurolist market and on the New York Stock Exchange. At March 31, 2007, the group had more than 100 million mobile customers, about 12.5 million internet customers and 48.5 million fixed line customers.

In 2006, France Telecom had consolidated sales of 51.7 billion euros.

Further information about Orange and France Telecom can be found on the Orange website at www.orange.com, www.orange-business.com or the France Telecom at www.francetelecom.com.

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Press contacts: +33 1 44 44 93 93
Béatrice Mandine/ Caroline Philips

