



Orange innovation at the heart of the 2009 Roland Garros French Open

- From May 24 to June 7, 2009, Orange will be inviting its guests to discover two major innovations: 3D (in association with France Télévisions) and 24/24 actu, the first 100% TV, press and radio news engine
- Orange will once again be serving up its "Tennis Everywhere" solution on TV, PC and mobile, notably based on the events channels offered by France Télévisions
- and soon, Orange will announce two other innovative systems: one for 3D and one concerning TV for mobile phones

As each year, the French Tennis Open provides an opportunity for Orange to unveil new exclusive services.

- Orange will be inviting its guests to discover **24/24 actu**, the new exclusive internet service that will in the next few months make it possible for all web users to access the first 100% TV, press and radio news engine. 24/24 actu represents a new kind of multimedia news search engine that will enable access to a wide range of sources of information within one and unique dedicated service.

- Orange, in partnership with France Télévisions, the Tournament's host broadcaster, will also be repeating its **3D TV** experiment from May 31 to June 7. In this way, the two partners will be setting up a live 3D channel during the Tournament's second week for all the matches played on the center court (Philippe Chatrier) all the way through to the final. This channel will be able to be watched on 3D screens at the Roland Garros site, as well as in five Orange stores in France ([Bordeaux](#), [Lille](#), [Nantes](#), [Paris Champs Elysées](#), [Paris Madeleine](#)).

- For the International French Open, Orange is launching the "Le Tactile" Roland Garros package from €9 with the Zap and M6 mobile by Orange set plans and €69 with the prepaid mobicarte.

- 2.4 inch touch screen
- Bluetooth
- FM radio with pre-set stations
- 1.3 megapixel camera with x3 zoom
- User-friendly menu with dynamic icons



Tennis Everywhere service: keeping track of all Roland Garros news and events

For the sixth year in a row, Orange is running its "Tennis Everywhere" service, allowing its customers to follow the matches on their TV, computer or mobile, notably thanks to the partnership sealed with France Télévisions for broadcasting events channels.

- Orange sport info

The interactive sports news channel will be covering the tournament each day from 10:30 am until 8:30 pm:

- live newflashes every 30 minutes to keep up-to-date on the competition's latest events: results, post-match reactions, commentaries on the matches that are underway, etc.
- 4 daily "Welcome to Roland Garros" shows, presented by Lorie Delhostal and Ludovic Derouin, reviewing the program, results and highlights for each day in the tournament, with reports and interviews.

Orange sport info is available on Orange TV, orange.fr and the Orange World mobile portal. In addition, the channel is being broadcast on the BIS TV satellite package.





Alongside the Orange sport info channel, Orange is offering its customers a unique solution on its three platforms in order to fully enjoy the French Open experience, notably based on the events channels offered by France Télévisions:

- on Orange TV*

Nine events channels focusing on the French Open:

- **7 channels (Channels 74 to 80)**, produced by France Télévisions, to follow all of the matches on the seven main courts, live and in digital quality;
- **1 multi-screen channel** (Channel 72), to simultaneously watch the 7 courts live;
- **1 interactive news channel**: Roland-Garros 360° (Channel 73), giving access to a wide range of information: daily programs, results, newsflashes, player fact sheets, real-time statistics, exclusive magazines, and more. This channel offers direct access to a selection of **legendary matches (99 euro cents / match)** and the **Roland-Garros sans filet** magazine, available free on VoD.

Customers who are eligible for High Definition TV on ADSL or fiber optic will be able to follow the matches from the Philippe Chatrier and Suzanne Lenglen courts in High Definition quality.

- on Orange mobiles

Orange mobile customers will be able to follow all of the 2009 **French Open on the Orange World portal**

- **5 channels produced by France Télévisions**, to follow the matches from the main courts live and simultaneously.
- **video on demand**, to follow all of the latest events from Roland Garros: daily programs, summaries of the main matches, non-stop newsflashes, magazines.
- the Orange World mobile service also includes all the results of matches, statistics, following matches in real time point by point

Orange has also developed a **dedicated mobile application for the event, available on** a wide range of handsets.

The Roland Garros application enables quick access to the content and multiplex, allowing you to follow up to five matches live.

To download this mobile application, three options are available to Orange customers:

- by SMS: text TENNIS to 24000 (price of a text),
- on Orange World: under Useful > Applications
- on the web: <http://applimobile.orange.fr> from your web or mobile browser.

The TV (live matches), VoD (summaries, etc.) and data (scores, programs, etc.) streams are included in the multimedia options (internet, internet max, TV, TV max, etc.) or available in multimedia sessions: 50 euro cents/20 min for surfing or 90 euro cents/20 min for watching the TV and VoD.

- on orange.fr

- Internet users will be able to enjoy free access to the whole French Open world in just one click, with matches webcast live from the seven main courts in high-speed streaming thanks to France Télévisions' events channels, as well as three daily summaries on VoD (summary of the day, image of the day and daily report).
- Also on VoD, with 24/24 Video, Orange customers will be able to discover **16 legendary matches (49 euro cents/match) as well as a free daily magazine presenting the competition's latest news and events.**
- Complete editorial coverage will be offered for web users, with articles, real-time score updates, analysis and a non-stop headline scan.

**The Roland Garros service on Orange TV is available exclusively for Orange ADSL TV customers*

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros (12.7 billion euros for the first quarter of 2009) and at 31 March 2009, the Group had a customer base of almost 184 million customers in 30 countries. These include 123 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information: www.orange.com, www.francetelecom.com, www.orange-business.com

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