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## **Orange Business Services inaugurates a center devoted to “Machine-to-Machine” solutions for international companies**

**The International M2M Center (IMC), an entity based in Brussels within Mobistar, is devoted to “Machine-to-Machine” (M2M) connectivity solutions for international companies.**

For Orange Business Services, the opening of the IMC is a milestone in its Real-Time Business strategy, aimed at developing real-time communication solutions to serve multinational businesses. With the IMC, Orange Business Services confirms its intention to be amongst the world leaders in the M2M field.

### **special worldwide customer support in M2M connectivity**

With over a million active M2M SIM cards in Europe, mobile networks in 29 countries and a seamless fixed network in 220 countries and territories, Orange Business Services is a leader in M2M connectivity.

Orange Business Services advances its expertise and customer support in the field of M2M connectivity with the creation of the IMC. On an international-scale, the IMC is aimed at both original equipment manufacturers (OEM), that include M2M technology with their products and services, and at national and multinational companies.

Orange Business Services has decided to rely on the renowned expertise of Mobistar, an Orange subsidiary, in regards to M2M connectivity for the creation of this center.

### **customized end-to-end connectivity solutions**

To satisfy the market's demand as best as it can and to supply the appropriate services, the IMC offers a flexible approach that is fully integrated for each customer. The support ranges from advice beforehand on M2M solutions to after-sales service for solutions.

The IMC develops and supplies SIM cards and connectivity offers specific to M2M applications by adapting itself to the business, operation and issues of each company, regardless of where it is located.

Currently, M2M applications cover fields as diverse as fleet management, telemetry and remote maintenance, and are aimed at all business segments and companies, no matter what their size may be.





The IMC brings together expertise in consulting, innovation, integration and project management and relies on its cutting-edge knowledge of the M2M ecosystem. Its capacity for innovation is amplified by the resources of Orange Labs.

As a result of these sources of expertise, the IMC is ready to announce the signing of its first customer, i-Axes.

According to Barbara Dalibard, CEO of Orange Business Services, "M2M solutions are at the center of our strategy: we have been a forerunner in this domain and now we are even farther ahead. Now that the market is really starting to take off, we are ready to offer our customers the best M2M solutions adapted to their individual needs. The opening of the International M2M Center in Brussels serves as proof."

Orange Business Services, a driving force behind the development and spread of M2M worldwide, is also working on defining a new generation of M2M SIM cards in connection with its program determined to standardize M2M technology.

#### **About Mobistar**

Mobistar (EURONEXT BRUSSELS: MOBB) is one of the main actors in the world of telecommunications in Belgium and Luxembourg, active in mobile telephony, fixed telephony, ADSL and on other markets with a strong growth potential. The company develops innovative products and services for the residential and the business market. Mobistar is listed on the Brussels Stock Exchange and is part of the France Télécom group.

#### **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 March 31, 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](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

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