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Not to be released until 14th November 2002, midday

## Media Notice

Orange and Microsoft introduce the first Smartphone in Switzerland

### **Orange SPV: The First Windows-based Business Smartphone**

**Wallisellen, Lausanne, 14th November 2002. The Orange SPV, the first Windows-based smartphone in the world, is celebrating its launch in Switzerland today. This business mobile phone developed by Microsoft and Orange as part of an international strategic partnership marks the dawn of a new age in mobile communications. The SPV takes the mobile phone one step closer to the PC. In future, users will not only always be able to access the familiar Windows environment wherever they are, they will also benefit from a large number of additional new applications and services. For instance, at the time of the launch, Orange is already offering a direct link to financial information from Credit Suisse in Switzerland.**

SPV stands for "Sound, Pictures, Video" and combines high-resolution colour display, clear sound quality, speed and numerous new application possibilities in a handy mobile phone. Equipped with a full-scale version of Microsoft Windows for Smartphone 2002, a colour display which can handle complex graphics and presentations and modern data transmission technology such as GPRS and tri-band GSM, this new smartphone is a complete information centre which fits into a jacket pocket. The phone is manufactured by the Taiwanese High Tech Corporation HTC. This company has many years of experience in this sector and makes, other among products, HP's successful iPaq.

This partnership between the world's biggest software producer Microsoft and innovative supplier of mobile communication products and services Orange involves long-term, strategic cooperation. The aim is to offer future-oriented technical solutions and user-friendly applications in the field of mobile communications.

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Orange was heavily involved in development work from the outset in order to meet its customers' exacting demands in terms of user friendliness and, for the first time, Microsoft has developed software specially designed for mobile phones.

"Close cooperation with Microsoft and HTC ensured, from the outset, that the new smartphone embodied immediate customer benefits in terms of ease of operation besides excellent functionality" said Andreas S. Wetter, Orange Switzerland's CEO during the media conference for the SPV launch in Zurich.

Alexander Stüger, General Manager of Microsoft Switzerland said "The SPV is an important part of a smartphone platform which offers users complete freedom to choose their preferred type of mobile communications - from voice through text, pictures and data to video. At the same time, it sets new standards in defining intelligent technologies."

## **Greater convenience for users**

With the SPV, Orange and Microsoft are targeting mobile business users in particular. The SPV meets extremely exacting expectations when it comes to voice and data transmission. Features such as e-mail and Internet are built into this compact mobile. The Windows user interface is already familiar to PC users.

Full Windows compatibility ensures not only seamless synchronisation with desktop PCs. It also means that powerful Microsoft programs such as Pocket Outlook, Pocket Internet Explorer and Windows Media Player all run on the smartphone.

## **Orange services for the SPV are constantly being expanded**

Orange offers a range of services which are specially tailored to match the extensive functionality of the SPV. In addition, Orange websites are optimised for use with the new smartphone.

Orange Backup makes it possible, for example, to send contacts, appointments, Windows documents and SIM card information reliably and to store it safely in the Orange network.

Orange Update allows users to select new application programs, games and content from Orange's own "Download Store" in just a few quick steps and download them onto their smartphone.

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Naturally, the SPV makes it possible to continue using standard services such as Orange WAP and Orange Photo Messaging. Pictures taken with the "mini camera" built into the SPV can be sent to other users and stored on the web in the user's own photo album.

This offering is constantly growing. In future, Orange customers will be able to watch videos on their SPV or - thanks to Orange location-based services – use their smartphone as an expert tour guide. There are also plans which will make it possible to use the SPV to control household appliances and use it for entertainment purposes.

### **Exclusive in Switzerland: Direct access to Credit Suisse financial information**

The SPV offers third-party providers an open platform on which they can develop new applications and services. Right now, there is an innovative Credit Suisse information service which is exclusive to Switzerland: SPV users can access up-to-date financial information via a direct link to the Credit Suisse website. This offering includes up-to-date information about share price indexes in Switzerland and worldwide, exchange rates, exchange rate calculator, best and worst performers (can be sorted by market), contact numbers and a securities search function. This enables users to look up stock exchange prices with detailed information and charts covering the latest prices, volumes and percentage changes. A watch list lets users monitor their favourite stocks. Users who register via [www.cspb.com](http://www.cspb.com) can display their personal watch list on their smartphone and arrange to be notified by e-mail or text message when specific price limits are reached.

### **Link to new ÖKK web portal**

The SPV also offers access to the web platform of Swiss health insurance company ÖKK ([www.oekk.ch](http://www.oekk.ch)). Together with 4 screen AG (Lucerne), ÖKK has, as part of its e-business strategy, developed an innovative open portal solution based on Microsoft's .NET technology. Besides a wide-ranging information offering, this solution includes various value-added services ranging from online auctions through to the facility to book leisure events. All content and services can be personalised in order to address particular user groups selectively. ÖKK's service portfolio will therefore be available not only on the Internet and extranet, it will also be possible to use it as an XML web service for specific content on various terminal devices such as the SPV.

### **Downloads by radio**

SPV users are investing in a future-proof product. Future software versions and upgrades will routinely be made available as downloads. This makes it possible to adapt the smartphone to the user's individual needs as well as to new technological developments without having to buy a new handset.

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## SPV prices, terms and conditions

<b>Recommended sales prices (including VAT)</b>	
SPV without Orange subscription	CHF 999.00
SPV with Advanced subscription	CHF 399.00
SPV with Personal subscription	CHF 479.00
SPV with Economy subscription	CHF 579.00
<b>Sales outlets</b>	
As of 14 November 2002	Orange Centres and portable shops
As of the end of 2002	All points of sale

The SPV gets its data via Orange's powerful GPRS network. At a flat rate of CHF 5.00/month (Orange Express), users can surf for as long as they like on Orange's SPV mobile portal and Orange WAP without incurring any extra cost. As a special introductory offer, customers will not have to pay the Orange Express basic charge for the first six months. For all offerings outside Orange Switzerland's web portal, charges are made according to the volume of data. With Orange, the charge is 10 centimes per 10 KByte. The SPV is SIM-locked, i.e. it only works with an Orange Switzerland SIM card. The SPV can be used worldwide in conjunction with more than 258 Orange roaming partners. GPRS data services can be used in countries with GPRS roaming. Data services can be used in all countries by using Circuit Switched Data (CSD).

### SPV images

are available at [www.orange.ch](http://www.orange.ch) and [www.microsoft.com/switzerland/de](http://www.microsoft.com/switzerland/de).

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