

Orange Premiere at iExpo: video streaming with GPRS

## **Orange brings live images and video to PDAs**

**At the Internet Expo iEX 02, starting today in Zurich, Orange presents for the first time mobile video streaming (Orange Stand 162, Hall 2). This technology allows users to watch videos or even live transmissions on a PDA connected to a mobile phone. Mobile video streaming is made possible by transmission technologies used in the internet and by the state-of-the-Art Orange GPRS network. At the iEX 02 Orange broadcasts a show being transmitted live from Lausanne as well as several video clips.**

Video streaming offers new possibilities to people who are out a lot, both on business and in private: policemen on patrol monitor the traffic; in the tram in Zurich, journalists follow a press conference in England on their mobile phone; on the site of an accident, doctors show the injuries of a victim to a specialist in a clinic; parents keep an eye on their sleeping children via their PDA while visiting their neighbours; film fans check out what's on at nearby cinemas, watch a trailer and book a ticket right away.

These are examples of what will be possible in the future - but some of it is already possible today: "By demonstrating video streaming we want to show today's options with a high-performance mobile phone network and widely available hardware and software. Even though this service is not yet available for the public, we can show what the future holds and what we can expect from technologies such as GPRS and UMTS (Universal Mobile Telecommunication Service) today and tomorrow ", says Orange's Chief Commercial Officer Dr. Thomas Kohler, explaining the reasons for this demonstration.

### **How it works**

The transmission of data-intensive video, images and sound makes great demands on Orange's GPRS network. Thanks to the streaming technology users can watch a video, look at pictures and listen to sound at the very time of transmission without having to wait for the complete download of all the multimedia data. For transmitting such huge amounts of data high transmission speed and reliable transmission quality is required.

Whether a GPRS network fulfils the speed and quality requirements for a video streaming transmission can best be demonstrated by a live transmission. In a live transmission, the video signal is compressed into the so-called MPEG4 (Motion Pictures Expert Group 4) format and transmitted to the receiver by a streaming computer. At the iEX 2002 Orange uses the technology of the Israeli company Celvibe for its video streaming demonstration.

## **It's worth a visit!**

The business offers from Orange Work Wirefree™ comprise tailored solutions for all mobile communications needs. Thanks to closed user groups, "Business Team Plus" allows SMEs to achieve a significant reduction in their telephone costs. "Pocket Office" – set to be launched towards the middle of the year – is the ideal solution for business customers who spend a considerable amount of time traveling and want to have access to the personal data of their company server (MS Outlook or Lotus Notes) at all times.

**Orange Stand: Hall 2, Stand 162**

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**Orange Communications SA**  
World Trade Center  
Av. de Gratta-Paille 2  
Case postale 455  
CH-1000 Lausanne 30 Grey

**Therese Wenger, Media Relations**  
Phone +41 21 216 10 16  
Fax +41 21 216 10 15  
Orange +41 78 787 10 16  
E-Mail [therese.wenger@orange.ch](mailto:therese.wenger@orange.ch)  
Internet [www.orange.ch](http://www.orange.ch)