V-Trafic becomes the first service to incorporate Orange's Floating Mobile Data as traffic information source

Ivry-sur-Seine, January 19, 2012: Mediamobile, France's leading provider of traffic information, together with Orange, France's leading telecoms operator, today announced the signature of an agreement for using anonymous mobile phone movement data to improve road traffic information. This new resource will further enhance the V-Trafic range of services offered by Mediamobile.

Orange's mobile network in France has 26 million mobile subscribers, many of whom travel on a daily basis. When motorists are on the move, their mobile phones generate a huge amount of data within the mobile operator's infrastructure. The FMD (Floating Mobile Data) technology developed by Orange can instantaneously process the anonymised network data to determine speeds and traffic density at any given point on the road network. From this it can deduce information such as traffic congestion build-up.

Analysed by Mediamobile, the data is used to provide real-time information about traffic conditions, calculate journey times and measure the reliability of other data, such as the density of mobile phones in a given area and the consistency of data feeds.

"We are constantly seeking to improve the quality of service we provide to our customers. By providing us with this new source of data, Orange enables us to increase the relevance and coverage provided by our V-Trafic services even further," explained Philippe Goudal, Mediamobile's Head of Innovation.

"Orange is one of the key players in the development of smart cities. Creating a road traffic information service offering, adopted by a leading firm like Mediamobile, is just one example of our ability to use our unique technological and network assets to fuel innovation," added Jean-Luc Klein, head of Orange's Traffic Information Project.

Better coverage, more accuracy
The new data stream from Orange provides real benefits in terms of quality, reliability and accuracy. It supplements the data already gathered by Mediamobile, including one million FCD sources (GPS probe vehicles) present across the national road network and over 30 more traditional sources (government authorities, motorway operators, city councils and so on).

Whilst enabling other sources to be verified, the data feed also improves the geographical coverage for traffic information, particularly in the more rural regions, where road network information is lacking from traditional sources.

As a result, users benefit from a more extensive, faster and more reliable service – all the more important given the rising number of cars on the roads.

A strategic and technological partnership

For over two years now, Mediamobile has been working closely with Orange on traffic information and FMD technology. The company has assisted Orange throughout the service's development process, working on measurements, field tests and quality analysis, with the goal of obtaining a high-quality data stream.

On the road to connected cars

Connected vehicles are set to be the next major technological development in the car industry. Through its partnership with Orange, Mediamobile is keeping right in step with this groundswell. Today, 70% of carmakers have chosen Mediamobile as their technological partner for traffic information in France. The strategic alliance between Mediamobile and Orange marks a first milestone on the road to even more powerful connected services for vehicles, PNDs, smartphones and the Internet.

About Mediamobile and V-Trafic:
Mediamobile is a subsidiary of the TDF Group (the European leader in broadcasting) and the foremost real-time traffic information service operator in France, Sweden, Finland, Norway, Denmark and Poland. Mediamobile's clients include motor vehicle manufacturers who wish to include traffic information services in their embedded navigation systems, as well as GPS systems manufacturers. Mediamobile's services are also available via mobile phone operators' mobile portals and navigation applications. Mediamobile markets services under the V.-Trafic brand: visit www.v-trafic.com and www.mediamobile.com.

About Orange
France Télécom-Orange is one of the world's leading telecoms operators, with a workforce of 170,000 as of September 30, 2011 (102,000 in France) and revenues in the first three quarters of 2011 of €33.8 billion. Present in 35 countries, as of September 30, 2011 the group had 221 million clients, of which 145 million are clients of Orange, the Group's sole brand for Internet, television and mobiles in most countries in which it is present. As of September 30, 2011, the Group had 162 million mobile customers and 40 million copper and fibre broadband customers worldwide. Orange is one of Europe's leading mobile and ADSL broadband Internet providers, and one of the world leaders in telecoms services for multinationals, under the Orange Business Services brand.

With its "conquêtes 2015" ('2015 conquest') business project, Orange is reaching out to its workforce, clients, shareholders and more generally society at large, making practical commitments to a raft of action plans covering a range of targets. The goal for the Group's workforce is to provide a fresh vision of Human Resources; for networks, the aim is to deploy the infrastructures of tomorrow, to serve as the foundation for the Group's growth. The goal for clients is to offer them the best operator experience, particularly by improving quality of service; another aim is to speed up the Group's international development.
France Télécom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

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