



Press Release
Paris, 30 September 2010

2010 PARIS AUTO SHOW

Orange Business Services and Valeo presents Valeo NFC Access System, an innovative car-sharing concept

- Based on a partnership between Orange Business Services and Valeo, this concept assigns vehicles easily for car-sharing between friends and fleet management for company needs
- With this solution based on contact-free NFC (Near Field Communications) technology and thanks to a community web application, it is possible to temporarily transfer the ignition key to a mobile telephone and thus open and start a vehicle using your telephone
- A solution for manufacturers and service operators in the automotive sector

This concept is part of Orange IT mobile service operator strategy and is fully in line with its objective to develop innovative communication solutions for the transportation sector. With the developpement of *Valeo NFC Access System*, Orange Business Services once again confirms its technological prowess and ability to develop and operate NFC applications tailored to the needs of companies and private customers.

Optimise vehicle usage and fleet management

This concept has been carefully crafted to cater to new car-sharing needs by private customers and companies with fleet management needs. Among its many benefits, the solution makes it possible to:

- Lend or borrow a key at a distance without physical transfers of key
- Avoid any risk of losing keys by transferring a virtual one
- Control and limit key distribution
- Optimise vehicle usage from the car-sharing web site
- Share usage and maintenance costs
- Preserve the environment by reducing the carbon footprint of a fleet.

Using your mobile phone as the ignition

Valeo NFC Access System is based on contact-free Near Field Communication (NFC) technology, making it possible to exchange data with a vehicle over short distances using your mobile phone. The solution ensures that car-pooling follows a simple process:

- The owner of the vehicle fitted *Valeo NFC Access System* technology or the vehicle fleet manager logs onto the car-pooling site.
- She or he builds up the community of users by sending them an SMS.
- Once the invitation has been accepted, the NFC-enabled mobile handset belonging to community members can be used as a virtual key.
- The member uses the car-sharing site to book the time slot for using the vehicle. Once approved by the owner, the member receives a temporary key transferred to his or her handset, via the Orange platform – Orange as NCF operator and trusted third party-.
- What the member has to do is to take his or her mobile phone, to aim it to the vehicle door and dashboard to start the engine or the car.



The *Valeo NFC Access System* is totally secured and complies with the security standards of the original key. Activating the virtual key implies car availability and the owner's or fleet manager agreement.

This development is in line with the aims of Orange Business Services and Valeo to promote systems reducing CO₂ emissions.



Orange and Valeo will be presenting a functional demonstration of their car-sharing service
at the 2010 Paris Auto Show, September 30th to October 17th 2010,
at the Paris Expo – Porte de Versailles (Hall 4/ Aisle A - Stand N°220)
Thursday, 30 September at 2 p.m.
Friday, 1 October at 2 p.m.

A propos d'Orange

Orange est la marque phare de France Télécom, un des principaux opérateurs de télécommunications dans le monde. Elle compte plus de 131 millions de clients, pour l'internet, la télévision et le mobile dans la majorité des pays où le Groupe est présent. En 2009, le Groupe a réalisé un chiffre d'affaires de 44,8 milliards d'euros (22,1 milliards d'euros au premier semestre 2010) pour l'ensemble de ses activités. Au 30 juin 2010, le Groupe comptait 182 millions de clients dans 32 pays, dont 123,1 millions de clients du mobile et 13,2 millions de clients ADSL dans le monde. Orange est le troisième opérateur mobile et le troisième fournisseur d'accès internet ADSL en Europe et l'un des leaders mondiaux des services de télécommunications aux entreprises multinationales, sous la marque Orange Business Services.

Avec son projet d'entreprise « conquêtes 2015 », Orange s'adresse simultanément à ses salariés, à ses clients, à ses actionnaires et plus largement à la société dans laquelle l'entreprise évolue en s'engageant concrètement sur des plans d'actions. Ceux-ci concernent les salariés du Groupe grâce à une nouvelle vision des Ressources Humaines ; les réseaux, avec le déploiement des infrastructures du futur sur lesquelles le Groupe bâtira sa croissance ; les clients, avec l'ambition de leur offrir la meilleure expérience parmi les opérateurs grâce, notamment, à l'amélioration de la qualité de service ; et l'accélération du développement international.

France Télécom (NYSE:FTE) est cotée sur Euronext Paris (compartiment A) et sur le New York Stock Exchange.

Pour plus d'informations (sur le web et votre mobile) : www.orange.com, www.orange-business.com, www.orange-innovation.tv

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About Valeo

Valeo is an independent group focusing exclusively on designing, manufacturing and marketing components, integrated systems and modules for the automotive industry with the primary aim of lowering CO₂ emissions. Valeo is ranked among the world's top equipment suppliers. The group boasts a workforce of 56,000 in 27 countries and 117 production facilities, along with 21 research centres, 50 development centres and 10 distribution platforms.

Valeo press relations:

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