



**Press release**

Lyon, 7 January 2016

## **Orange deploys enhanced connectivity for the Parc Olympique Lyonnais, France's 1st 100% connected stadium**

- **Orange, the founding technology partner of the Olympique Lyonnais football club stadium**
- **Orange Business Services chosen to deploy its technology solutions and support the digital transformation of the Parc Olympique Lyonnais**
- **A new experience for 60,000 spectators**

### **An incomparable digital experience**

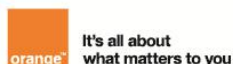
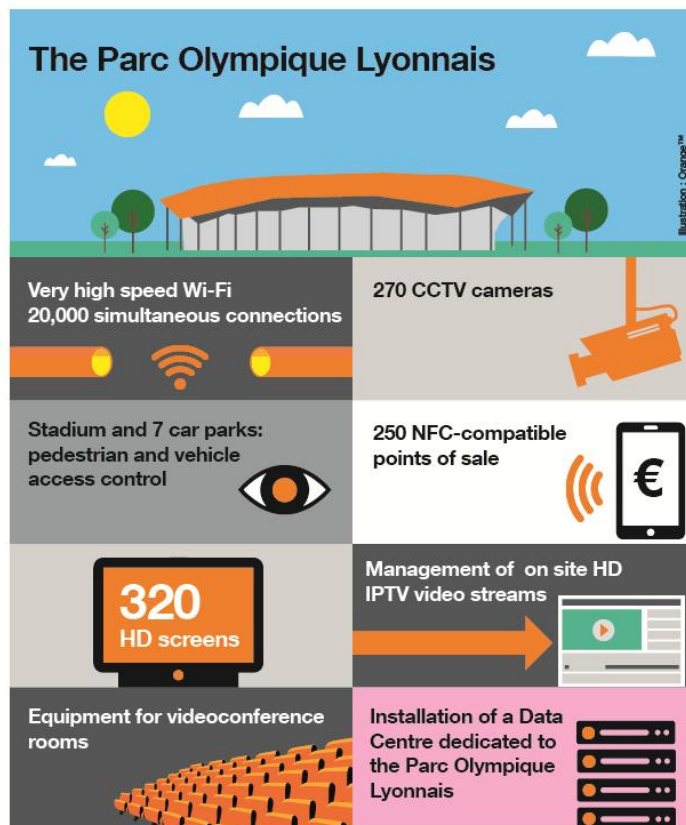
Thanks to the connectivity and services provided by Orange Business Services and the mobile app developed by Olympique Lyonnais, fans can enjoy an end-to-end digital experience before, during and after each match.

They can use the mobile app to buy their tickets and book parking spaces in advance. On the day of the game, the app will guide them to their parking space and right to their seats in the stadium. They will also enjoy seamless internet access with the free, private high-speed wi-fi network that Orange has created for the Parc Olympique Lyonnais. Fans can use the mobile app to download all kinds of match-related content (statistics, replays of highlights, interviews, competitions) and access a range of services, including securely ordering and paying for food, drinks and merchandise right from their seats. During the match, they can share their experience with other spectators in real time by posting pictures or commenting on the match on social media, join communities or forums dedicated to the event and interact with other fans or participate in surveys.

Jean-Michel Aulas, President of the Olympique Lyonnais, dreamed of the stadium of the future. He explains, "We wanted to offer fans the thrill of experiencing matches in conditions that are far better than just watching the broadcast on TV. Orange is the mastermind behind the connected stadium. Orange orchestrates and integrates the work of prestigious partners to provide a unique, essentially personalized fan experience."

Fabienne Dulac, Executive Vice President for Orange France, said, "This project reflects the ambition we share with our partner: to allow everyone to live and share his/her passion through enriched services connected to the best network."

Thierry Bonhomme, Executive Vice President for Orange Business Services adds: "The Parc Olympique Lyonnais stadium is a great example of our ability to support our customers' digital transformation. Thanks to our expertise as a service integrator, we can offer an end-to-end transformation of the user experience. We are thrilled to be at the heart of the revolution that is under way in stadiums and to support the Olympique Lyonnais' goal of making its stadium a technological showcase and an emblematic location for major sporting events."



## Orange, the essential partner for football

As a global partner and Official Telecommunications Supplier for the UEFA EURO 2016™, Orange has been deeply committed to football for over 17 years, and has made it a part of its focus to connect people to what matters most to them.

Orange has also been a partner of the Olympique Lyonnais since 1999 and reaffirms its support for the club.

As an official partner of the Ligue 1® clubs, Orange brings fans the Ligue 1® application. On social media, Orange develops strong long-term relationships focused on interactions and exchanges with its sports communities. "Le 12ème homme" currently has close to 625,000 fans on Facebook, nearly 91,000 followers on Twitter and roughly 20,000 subscribers on Instagram.

Orange also organizes the Orange Football Challenge for young footballers aged 13 to 15. Nearly 120,000 teens have already taken part in this event, which is hugely successful among local amateur clubs.

Check out the [video interview](#) with Jean-Michel Aulas, President of the Olympique Lyonnais.

### About Orange

Orange is one of the world's leading telecommunications operators with sales of 39 billion euros in 2014 and 157,000 employees worldwide at 30 September 2015, including 98,000 employees in France. Present in 28 countries, the Group has a total customer base of 263 million customers worldwide at 30 September 2015, including 200 million mobile customers and 18 million fixed broadband customers. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In March 2015, the Group presented its new strategic plan "Essentials2020" which places customer

experience at the heart of its strategy with the aim of allowing them to benefit fully from the digital universe and the power of its new generation networks.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com), [www.livetv.orange.com](http://www.livetv.orange.com) or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr).

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#### **About the Parc Olympique Lyonnais Stadium**

Located in a 45-hectare park, the stadium, which boasts 59,186 seats including 6,000 VIP spots and 8,000 m<sup>2</sup> of public areas, is the third biggest in France in terms of capacity.

This ultra-connected stadium, which offers 25,000 simultaneous Wi-Fi connections and 300 connected screens, is open 365 days a year.

Designed for big events, it will host the European Rugby Finals in May 2016 and 6 Euro 2016 matches, including a 1/8 final and a semi-final. It also hosts other types of events, including 4 concerts by international superstar Rihanna next July.

The Parc Olympique Lyonnais stadium is a holistic project that also lives up to economic and societal commitments through the creation of a social innovation centre that will provide employment-related support to businesses in the Eastern Lyon region.

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