

opportunities for open OS: where do we go from here?

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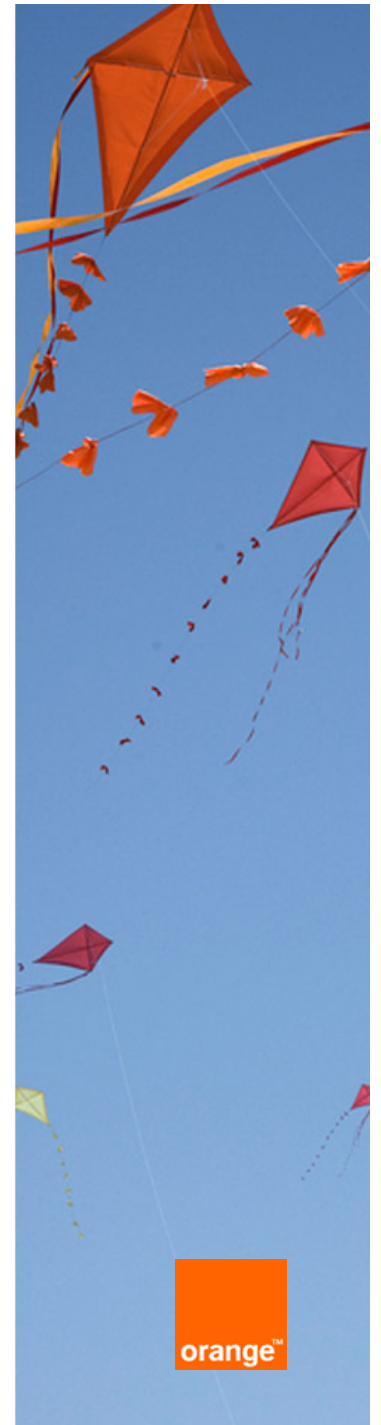
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Open Mobile Summit, June 11th 2009



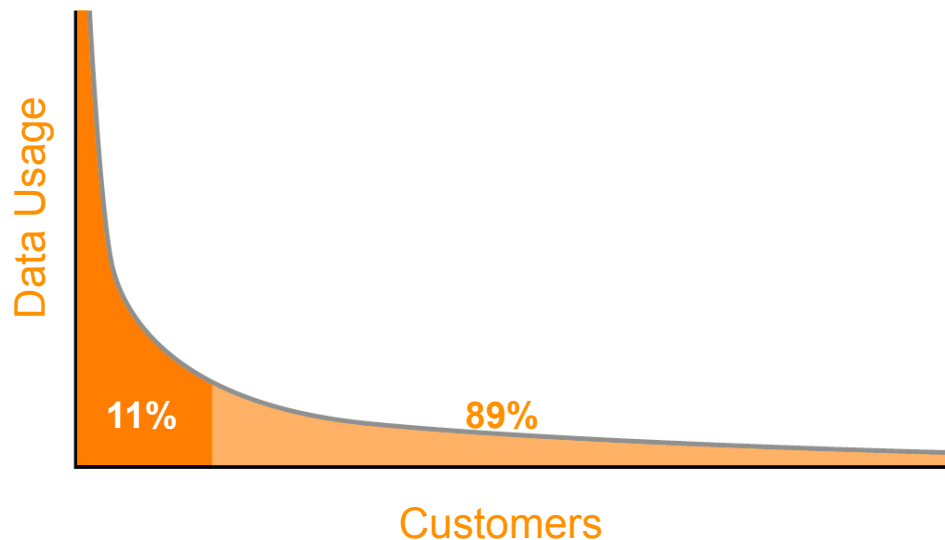
hello

- customer benefits
- embracing open OS
- delivering open OS mobiles
- the next step - simplifying the home ecosystem



what does open mean for the customer?

- at Orange, the customer is at the heart of everything we do
- having **an open ecosystem is a key enabler** in driving mobile multimedia growth and innovation across the industry



- providing the customer with a choice of exciting personal and relevant content is part of our strategy to make mobile multimedia more accessible to everyone.
- open source should not be exclusive to the mobile world



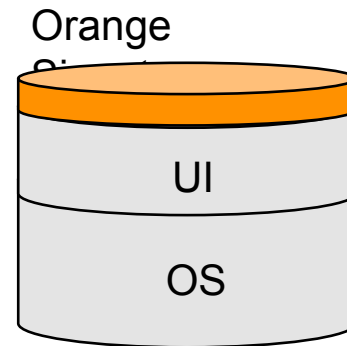
embracing open operating systems



- 1st operator to drive an open platform approach with the launch of the world's first Windows Mobile smartphone – the Orange SPV in October 2002
- Apple's largest partner - over 1 million iPhones sold across 27 countries
- 1st to launch Android in France with the HTC Dream in March 2009
- Founding member of the LiMO Foundation
- Member of the Symbian Foundation
- Supporter of OMTP, BONDI and JavaFX initiatives

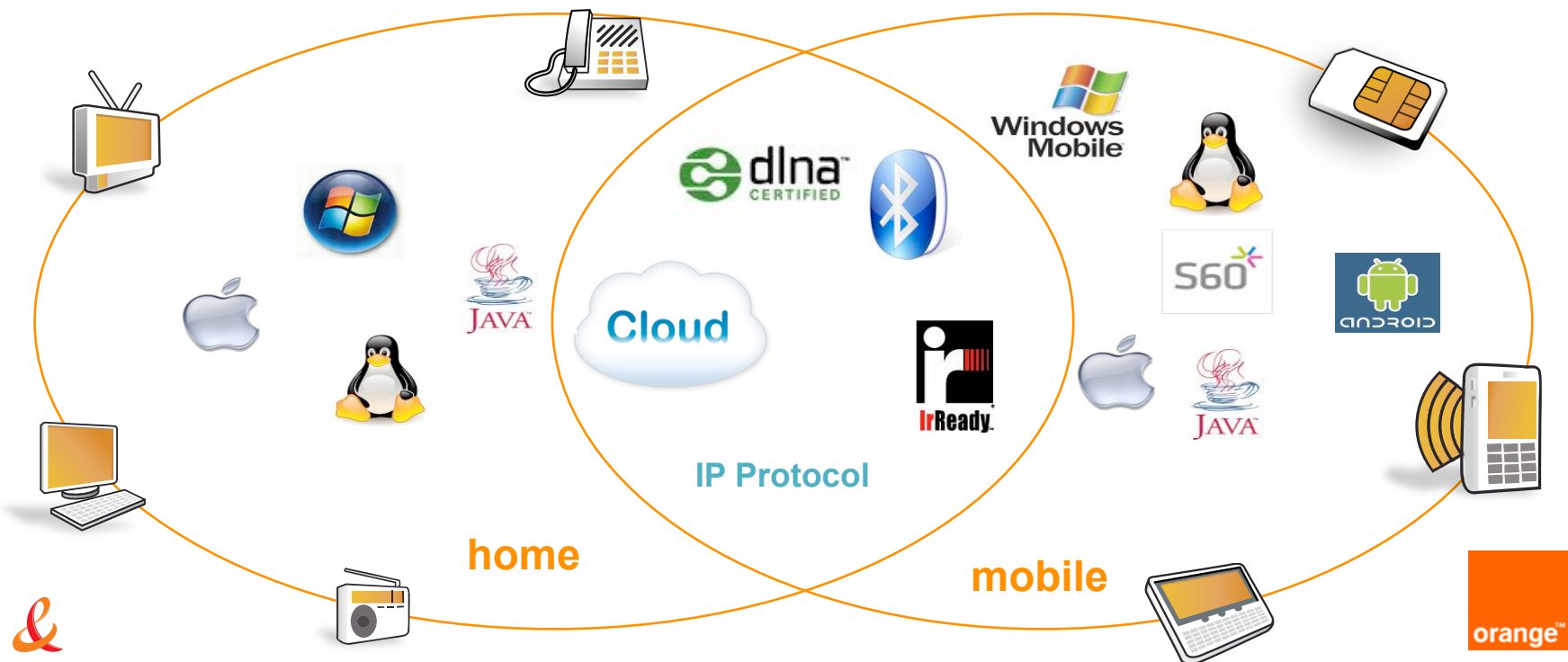
Signature and Accelerator

- **Signature** makes it easier for our customers to communicate, accessing the services and applications relevant to them
 - 70% of devices shipped are Signature
 - 10% are open
- **Accelerator** removes the technical barriers and speeds delivery of our services across existing and new platforms
 - Java
 - Symbian
 - Windows Mobile
 - Android / Linux



simplifying the home ecosystem

- with open OS the industry has a real opportunity to deliver a truly convergent customer experience across both mobile and home environments
- today, many of the current home solutions are too complex to be connected
- developing an open ecosystem that can drive this convergent strategy forward is key



together we can do more

- there are many challenges to developing and combining the home and mobile worlds:
 - device usability
 - relevant content
 - compatible services and technologies
 - customer confidence (secure data, privacy)
- platform fragmentation across our fragile ecosystem increases these challenges
- we still have a long way to go to realise the true potential of open OS and deliver the customer experience we've all promised
- together we can do more!



thank you

