Instant phone service made possible by Orange webphone API using the Adobe Flash Platform

Orange is the first telco to allow telephony services over its network via a simple Web browser using the widely available Adobe® Flash® Platform. With **webphone API,** companies can provide users with the ability to initiate voice phone calls, from any Adobe Flash compatible device, instantly.

For example, a company can use this new Application Programming Interface (API) to provide instant phone service for a customer browsing its Web site. The customer can use any device that supports Adobe Flash and can instantly make a call to a sales desk to close the sale on the spot.

Since Flash Player is embedded in over 98 percent of Internet-enabled desktops (PC or Mac) in the world and is expected to be installed in over 130 million smartphones and tablets by the end of the year, there is typically no software to install or download.

webphone API:

- allows developers to **easily integrate voice features into business applications** thanks to the Adobe Flash Platform;

- **transforms the end user's Internet browser into a phone**, allowing calls to and from fixed lines and mobiles, including international and non-Orange lines; and

- allows **B2B voice applications to be delivered as a service**, complementing the Orange cloud computing portfolio.

"The webphone is key for the development of cloud-based voice-enabled services," said Guillaume Boudin, Vice President, IP advanced services at Orange Business Services. "It provides a unique capability of improving human interaction within both B2B and B2C applications, enabling enterprises to develop their business."

"We're excited to see Orange leverage the Adobe Flash Platform and Adobe Flash Media Gateway to bring innovative telecommunications services to address the growing need for communications-embedded business processes," said Guillaume Privat, Director of Product Development, Adobe.

The main benefits of webphone API are:

- for B2B applications: no need to deploy anything on the desktop, easy application maintenance and versioning;

- for B2C applications: a user-friendly one-click solution.

Webphone API is available for third party developers on the Orange API portal: http://api.orange.com/en/api/webphone-api,4

In the future, Orange Business Services will propose innovative services leveraging **webphone API**, as part of its cloud strategy for real-time business solutions.

About Orange Business Services
Orange Business Services, the France Telecom Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in 166. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services is a four-time winner of Best Global Operator at the World Communication Awards. Learn more at www.orange-business.com

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