



## Orange launches 'Live Booster' programme to ease and accelerate adoption of cellular connectivity for object makers

- Orange to deliver range of modules with integrated prepaid connectivity, available through a single distributor to simplify path to market for object makers
- **Orange and EBV Elektronik partner to launch market-first IoT (Internet of Things) module with integrated cellular connectivity**

### New programme to improve access to cellular connectivity to boost IoT market

As part of Orange's Essentials2020 strategy to diversify and succeed in the field of connected objects, Orange today announces the launch of a new programme to ease and accelerate the adoption of cellular connectivity for object makers. The 'Live Booster' programme will deliver a range of modules pre-packaged with cellular connectivity and distributed through a single global distributor to address the current complexity of integrating cellular connectivity facing object makers today.

The 'Live Booster' programme sees the launch of a new type of module for the market, combining an integrated SIM card with pre-paid data bundle to provide an 'off-the-shelf' solution for object makers to benefit from secure and reliable connectivity that cellular technology can provide across wide geographical areas. A range of modules will be launched across 2017 and 2018 that will address various cellular technologies, beginning with 2G and shortly followed by LTE-M.

'Live Booster' complements Datavenue, Orange's comprehensive set of solutions and services for the Data & IoT market ecosystem. Datavenue enables companies to securely develop and manage IoT projects and integrate them in their information systems. Datavenue counts over 700 experts, manages 14 million connected devices, and has the capacity to handle over 160 million items of technical data per minute.

### Orange and EBV Elektronik combine strengths to deliver first module to market

The partnership, signed by Orange Wholesale France, will combine Orange's expertise in cellular connectivity and EBV Elektronik's know-how on the electronic market to deliver the first integrated IoT module to the market from the Live Booster programme. The innovative 2G connected module, named Heracles, will provide a simple and cost-effective way to access cellular connectivity across 33 countries in Europe. By pre-integrating the connectivity at the electronic design stage, and making it available through a single distributor, the process is greatly simplified for object makers.

The connected module is also a cost-effective solution for object makers with no recurrent or additional fees. Orange is combining tailored pre-defined 2G data bundles to address a large number of IoT applications. Certified by Orange, the solution will deliver four sizes of 'off the shelf' pre-paid data plans, starting at 10MB to cover objects for the lifetime or long-term usage of their object.

The solution, distributed exclusively by EBV Elektronik in Europe, is available from September to any manufacturer of connected objects from start-ups to major companies. With its compact size of 15.8 x 17.8 x 2.4mm, the module is ideal for ultra-small designs and suitable for a range of IoT use-cases from automotive, tracking, metering, industrial and wearables, both indoor and outdoor. The

complete quad-band GSM/GPRS module also offers a best-in-class low power 'System on Chip' (SoC) addressing object makers' requirements for low-power solutions.

Yves Maitre, Executive Vice President, Connected Objects and Partnerships at Orange, commented, "Orange recognises the multiple obstacles that object manufacturers face today to get their products to market. As a long-standing champion of cellular connectivity in the IoT market we are driven to break-down these barriers. By embedding cellular connectivity from the outset and making the pricing simple and attractive we hope to deliver a much-needed boost to the market.

"Our long-standing partnership approach sees us partnering with a leader in the field of electronics. With EBV Elektronik's know-how in electronics and Orange's expertise in cellular, we are confident we can successfully address the needs of object makers with this ground-breaking solution."

Dr. Eckart Voskamp, Director Product Innovations, EBV Elektronik, explains: "The combination of the best-in-class hardware module with Orange's very innovative IoT connectivity solution will enable our customers to bring their products much faster to market.

"With the certified and pre-paid Heracles module, the manufacturers can focus on their applications and don't have to deal with any connectivity setup."

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#### About Orange

Orange is one of the world's leading telecommunications operators with sales of 40,9 billion euros in 2016 and 153,000 employees worldwide at 30 June 2017, including 94,000 employees in France. Present in 29 countries, the Group has a total customer base of 269 million customers worldwide at 30 June 2017, including 207 million mobile customers and 19 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).

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#### About EBV Elektronik

EBV Elektronik, an Avnet (NYSE:[AVT](http://www.avnet.com)) company, was founded in 1969 and is the leading specialist in European semiconductor distribution. EBV maintains its successful strategy of personal commitment to customers and excellent services. 240 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 120 continuously trained Application Specialists offer extensive application know-how and design expertise. With the EBVchips Program, EBV, together with its customers, defines and develops new semiconductor products. Targeted customers in selected growth markets will be supported by the Vertical Sales Segments. Warehouse operations, complete logistics solutions and value-added services such as programming, taping & reeling and laser marking are fulfilled by Avnet Logistics, EBV's logistical backbone and Europe's largest service centre. EBV operates from 61 offices in 28 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit [www.ebv.com](http://www.ebv.com). Further information about Avnet is available via [www.avnet.com](http://www.avnet.com).

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