



Orange Business Services - Trading Solutions wins the prestigious Janus design award, for Open Trade

London, 28th July 2010 – Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, announced today that Open Trade, its intelligent trading communication platform, launched in April this year, has been awarded the prestigious “Le Janus de L’industrie” design award by the internationally renowned French Design Institute. Established in 1953, previous winners of this award include worldwide recognised brands such as Dyson, Phillips and Renault.

Working with specialist design and engineering organisation, Altran, Orange Business Services - Trading Solutions entered a new era with the creation of an innovative, ergonomic, touch screen multimedia communications platform, Open Trade. One of the drivers behind the introduction of Open Trade, a personal trading assistant, was a desire to meet all current and future needs of traders familiar with using design-driven tools like smart phones to support their daily lives. Orange Business Services - Trading Solutions was convinced by the value of a design-led approach for the desktop product that would take in to account day to day tasks of the end user and the need for a reliable tool enabling rapid and accurate communication.

To win the award Orange Business Services - Trading Solutions needed to prove Open Trade was unmatched when assessed against a long list of stringent design criteria under the banners of aesthetics, ethics, ergonomics, economics and emotion.

Anne-Marie Sargueil, President of the French Design Institute said, “We had a strong set of applicants for this award but we chose Open Trade from Orange Business Services - Trading Solutions for several reasons. With a long history of developing voice solutions for the financial services industry, it was apparent that the company had strong connections with the market, understood traders working habits and had invested significant time observing trading floors to be able to set out a precise vision of the type of product that they wanted to develop: a tool that was easy for traders to use, that would increase traders’ efficiency and had a state-of-the-art ergonomic design. We consider Open Trade to be a success on all three fronts and congratulate Orange Business Services - Trading Solutions on winning the award.”



Open Trade is a slim-line compact device that takes up minimal valuable desk real-estate. Two versions of the terminal are available including Open Trade Evolution, a dual screen system and a single screen model, Open Trade Compact.

More than a turret, Open Trade provides traders with multiple communication channels that converge at a single point for information and conversations, and seamlessly integrates voice, video, email, instant messaging and web-based applications. Open Trade presents an innovative, intuitive and flexible approach to unified communications. It is a Cloud-ready, multimedia communications hub that also meets green standards while being tough enough to handle the busiest of trading rooms.

Lionel Grosclaude, CEO of Orange Business Services - Trading Solutions said, "While speed and security are vital for enabling traders to gain a competitive advantage in the market, today's financial industry players have also become used to working with design-led devices. We were convinced that a design-led approach coupled with the latest technology would be a winning combination for our next trading communications platform. Winning the esteemed 'Le Janus de L'industrie' design award for Open Trade proves that we were right in our assumptions and we are delighted to accept the award which has been received by so many renowned brands in the past."

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Note to editor: Product photography available on request.

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About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 126 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros (38.1 billion euros for the first nine months of 2009) and at 30 September 2009, the Group had a customer base of almost 190 million customers in 32 countries.



These include 128.8 million mobile customers and 13.4 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information: www.orange.com, www.francetelecom.com, www.orange-business.com

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About Orange Business Services

Orange Business Services has more than 40 years of experience in Brazil supporting customers from a range of different sectors. With 500 employees and several PoPs spread across all regions of the country, Orange Business Services is well positioned to provide full network redundancy and diversity.

About Orange Business Services - Trading Solutions **a single source of innovation.**

Orange Business Services - Trading Solutions is a leading provider of convergent voice and electronic trading infrastructure and services for the trading communities. It is an international subsidiary of the Orange Group, employing over 450 people in the 15 major financial centres across the globe including Beijing, Frankfurt, Geneva, Hong Kong, London, Madrid, Milan, New York, Paris, Shanghai, Sydney, Singapore, Tokyo and Zurich. The company is supported by a global partner network of distributors in 50 countries offering customers 24/7 service.

Orange Business Services -Trading Solutions has more than 40 years experience of working with the financial services trading industry. With a focus on building long-term partnerships with customers, Orange Business Services - Trading Solutions brings innovative solutions and the highest quality services to the trading community. It provides optimised solutions over its dedicated trading network to a community of more than 2,000 network member organisations, encompassing buy-side and sell side institutions and trading venues.

Orange Business Services - Trading Solutions also offers flexible trading products and services including state of the art, unified voice trading solutions with over 40,000 turrets in play featuring user's programmable interfaces, touch screens and voice/instant messaging recording solutions. For more information about Orange Business Services - Trading Solutions please visit <http://www.orange-business.com/trading-solutions>