



Media advisory  
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## Inspiration to Transformation: Experience Industry 4.0 with Orange Business Services at HANNOVER MESSE 2017

April 24-28, 2017 - (Hall 8, Booth F09)

Orange Business Services will demonstrate secure, end-to-end IoT solutions at this year's HANNOVER MESSE, the world's largest trade show for industrial technology. With digitization helping to transform the industrial sector, Orange will illustrate how innovative solutions can improve operational efficiency, cut costs and create new business models.

**What:** Orange will showcase the complete IoT value chain, including connectivity, applications and data, through the following demos:

- **VINCI Autoroutes:** A “connected motorway service area concept” saves on maintenance costs and increases customer satisfaction by using sensors and the LoRa network. Drivers receive real-time information on parking space availability for smoother traffic patterns. Other efficiencies for Vinci Autoroutes include the remote monitoring of trash levels in waste containers, as well as the road status according to weather conditions.
- A **global car manufacturer** uses 600,000 crates to transport auto parts to manufacturing plants around the world. To prevent lost and stolen crates, the company is now using Orange SIM card-based tracking devices across Europe, featuring low electricity consumption and easy mounting on the crates.
- **Dacom** provides hardware, software and advisory services to arable farms and agribusiness around the world and leverages the Orange IoT connectivity platform for smart agriculture operations. A new telematics standard enables agriculture applications and supports an installed base of 10,000 sensors in weather stations, field and soil monitoring and irrigation management sites across 30 countries.

**Where:** The Orange booth at HANNOVER MESSE is located in **Hall 8, Booth F09** in the “Creative France” Pavilion, hosted by Business France.

**Why:** Digitization is moving beyond just technical frontiers. It's opening the flow of data throughout design, production and the supply chain all the way up to the end customers and suppliers. Orange Business Services is not only a technology partner and systems integrator, but also a co-innovator that understands the needs of the industrial sector.

### About Orange Business Services

Orange Business Services, the B2B branch of the Orange Group, and its 21,000 employees, is focused on supporting the digital transformation of multinational enterprises and French SMEs across five continents. Orange Business Services is not only an infrastructure operator, but also a technology integrator and a value-added service provider. It offers companies digital solutions that help foster collaboration within their teams (collaborative workspaces and mobile workspaces), better serve their customers (enriched customer relations and business innovation), and support their projects (enriched connectivity, flexible IT and cyberdefense). The integrated technologies that Orange Business Services offer range from Software Defined Networks (SDN/NFV), Big Data and IoT, to cloud computing, unified communications and collaboration, as well as cybersecurity. Orange Business Services customers include over 3,000 renowned multinational corporations at an international level and over two million professionals, companies and local communities in France.

Learn more at [www.orange-business.com](http://www.orange-business.com) or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world's leading telecommunications operators with annual sales of 40.9 billion euros in 2016 and has 263 million customers in 29 countries at 31 December 2016. Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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