



CHÂTEAU DE VERSAILLES



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PRESS RELEASE



ORANGE AND THE CHÂTEAU DE VERSAILLES LAUNCH THE «VERSAILLES GARDENS» IPHONE APPLICATION, A NEW WAY TO VISIT THE GARDENS OF THE VERSAILLES ESTATE

ORANGE AND THE CHÂTEAU DE VERSAILLES ARE OFFERING A NEW VISITOR EXPERIENCE FOR THE PUBLIC WITHIN THE GARDENS OF THE CHÂTEAU DE VERSAILLES THANKS TO THE MOBILE MULTIMEDIA APPLICATION «JARDINS VERSAILLES».

DEVELOPED INITIALLY FOR THE IPHONE IN ENGLISH AND FRENCH, THIS APPLICATION, WILL FIRST BE AVAILABLE FOR FREE FROM THE APP STORE FOR ITS LAUNCH. FROM JULY 20, CUSTOMERS WILL BE ABLE TO DOWNLOAD IT FOR €1.59.

WWW.CHATEAUVERSAILLES.FR/APPLICATION-IPHONE

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AFTER BEING TRIALED AT THE END OF 2009 by more than 200 visitors, in its final version, this application provides access to a large amount of audio and video content about the gardens. The leading specialists on the Versailles estate (curators, architects, gardeners, water engineers) welcome visitors, presenting an item of historical information, a detail about the decor, an insightful viewpoint and aspects of life on the estate otherwise unseen by visitors. . . This enhanced visit will enable visitors to discover the Versailles Gardens onsite or remotely.

- Visiting onsite incorporates two innovative applications, geopositioning and enhanced reality, which are activated as soon as visitors arrive in the Versailles Gardens.

- **Geopositioning** (Spot Image et Inter Atlas) enables visitors to automatically receive contextual information relevant to the area where they are and enjoy immediate access to audiovisual content (interviews, archived documents, etc.)

- **Enhanced reality** functions on the mobile, implemented by Orange Labs, enable visitors to open a virtual window onto the gardens, accessing information that is superimposed onto the image filmed by the mobile.

- Orange and Château de Versailles have also developed a «**virtual tour**» for people who would like to prepare their visit in advance or who may be unable to get to the Versailles Gardens. This remote access offers video, audio and photo content located on a map of the estate. All of this content is embedded in the application and can therefore be enjoyed offline.

AN ENHANCED VISITOR EXPERIENCE

THIS APPLICATION HAS BEEN DEVELOPED THANKS TO A JOINT INITIATIVE aimed at using innovation for the benefit of culture and visitors. For several years now, the Château de Versailles and Orange have been implementing projects at the crossroads between culture and innovation, under the [VersaillesLab](#) label.

FOR THE PALACE OF VERSAILLES, this innovation is part of the Digital Versailles project (Grand Versailles Numérique, GVN). Launched in 2005, the GVN aims to design, test and then deploy new digital tools to enhance the visit of the museum and the Versailles estate.

AS A PARTNER IN THIS INITIATIVE, Orange is demonstrating its capacity to use digital technology for the benefit of culture for as many people as possible and to support institutions and local authorities in their initiatives to promote heritage. Further innovative projects will be developed in connection with VersaillesLab over the coming months.

ABOUT ORANGE

ORANGE IS THE KEY BRAND OF FRANCE TELECOM, one of the world's leading telecommunications operators. With almost 131 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 2009, France Telecom had consolidated sales of 45.9 billion euros (10.9 billion euros for the first quarter 2010) and at 31 March 2010, the Group had a customer base of 183.3 million customers in 32 countries. These include 123.7 million mobile customers and 13.5 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 (on the internet and on your mobile): www.orange.com, www.orange-business.com,

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ABOUT VERSAILLES

A MAJOR WORLD HERITAGE SITE, receiving nearly 10 million visitors a year, the Palace of Versailles is also a royal residence, French history Museum and the National Palace where Parliament sits in Congress. Apart from the three historical residences, which are the Palace, the Grand Trianon and the Petit Trianon, the Versailles estate includes the great baroque garden designed by Le Nôtre, with its groves and enclosed gardens, the gardens of the Trianon and the Hameau de la Reine Marie-Antoinette, a wooded park spread out on either side of the Grand Canal, taking up a total area of 800 hectares and, lastly, the Marly estate.

ENDOWED IN 1995 WITH THE STATUS OF A PUBLIC ESTABLISHMENT OF ADMINISTRATIVE NATURE, placed under the guardianship of the Ministry of Culture, the Palace of Versailles is now a real organisation of some 1,000 people, the objective of which is to convey the unique heritage with which it has been entrusted and to maintain cultural activity in keeping with the site.
