Orange Provides the Best of 4G Technology for Roland Garros 2014

Thursday 22 May, 2014

Orange is an official supplier to Roland Garros for the 10th year in a row, and will be making the very best of 4G technology available for tennis fans during the event, which is scheduled to run from 25 May to 8 June.

Orange to provide 4G for Roland Garros for 3 more years

As a provider of telecommunications solutions for major sports events, Orange has signed up for the next 3 years of Roland Garros.

This sponsorship provides an opportunity for Orange to show off its services and the latest cutting-edge developments, including ultra-broadband with 4G and fibre technology.

Orange 4G will be available to spectators throughout the Roland Garros tournament grounds.

Orange will also be offering demonstrations of various services using 4G/Broadband and fibre for the general public on its stand in the Place des Mousquetaires: visitors will be able try out the Orange Block (a new, connected audio-video projector), see demonstrations of the Cloud, discover the connected devices store, access delayed coverage by France Télévisons using Fibre, see 3D printing and watch television via the Orange TV application on tablet.

Visitors will also be able to use a free-of-charge Wi-Fi connection at the Orange stand and post on the Orange social wall through through social media like Twitter, Instagram, Vine and Google Plus with the #RG14 and #Orange hashtags . All of these messages will then be displayed at regular intervals on the giant screens around the tournament grounds. Visitors will be able to take photographs of themselves at the foot of the photo call area and send them to the interactive “tennis ball” fresco, a dynamic photo mosaic, at 4G speed. The fresco will be shown three times a day on the official Roland-Garros screens.

New in 2014 : Orange and Peugeot are joining forces to offer an on-board internet connection to all passengers riding in the 170 vehicles of the official Roland Garros. Thanks to the 4G coverage provided by Orange, the on-board 4G domino will enable passengers, players, the media and VIPs to get online using the domino's Wi-Fi connection to access the 4G network. This service will allow them to stay connected wherever they are so that they can access their favourite content. Orange will be inviting the passengers to take part in the “#selfieRG14” campaign, which consists of taking a photo in the vehicle and sharing it with as many people as possible on social media using the #selfieRG14 hashtag.

The French Tennis Federation and France Télévisions are joining with Orange to inaugurate 4G multicast, the best of 4G technology for broadcast, for Roland Garros 2014

4G networks will optimise multi-media, high definition content broadcasts on mobile. Broadcasting content using 4G multicast technology makes it possible to offer the perfect video experience to all customers, even at crowded venues like Roland Garros.

Orange is making its technology available to the French Tennis Federation and France Télévisions for this full scale test, which will be a first in France. Throughout the tournament, visitors to the France Télévisions Innovation Stand, located at the RG Lab, will be able to enjoy top quality delayed coverage of Roland Garros by France Télévisions on compatible smartphones and tablets, thanks to 4G multicast technology and the network deployed by Orange for the occasion.

This test, to be carried out during the fortnight of the tournament with the technical assistance of Alcatel-Lucent, Expway, Media Excel, Qualcomm Technologies Inc. and Sequans, will make Orange the first to demonstrate that the technology works and is relevant. The fact that French companies are taking part, illustrates the excellence of French industry when it comes to developing telecoms infrastructure as part of the “Souveraineté des Télécoms” plan, managed by Alcatel-Lucent for the new industrialised France.

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Orange is one of the world's leading telecommunications operators with sales of 41 billion euros in 2013 and has 164,000 employees worldwide at 31 March 2014, including 101,000 employees in France. Present in 30 countries, the Group has a total customer base of more than 239 million customers at 31 March 2014, including 182 million mobile customers and 16 million fixed broadband customers worldwide. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services.

Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).
For more information on the internet and on your mobile: www.orange.com , www.orange-business.com , livetv.orange.com or to follow us on Twitter: @orange , @orangegrouppr , @orangebusiness .

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