



Orange Moldova chose Intersec technology to broadcast PrePay Magic Zone messages on 2G and 3G cell phones!

Intersec, provider of value-added services platforms for mobile and convergent operators has been selected by Orange Moldova to supply its Cell Broadcast Center for the launch of Prepay Magic Zone.



<http://www.youtube.com/watch?v=LzrSXRpOBRE> (Russian) - <http://www.youtube.com/watch?v=N3gyNlrrnEN8> (Romanian)

Magic Zone offer proposes Orange Moldova prepaid customers to subscribe and benefit from dynamic bonuses according to their location and at different times of the day. Subscribers receive instantly a broadcasted message on their mobile when they are located in eligible areas indicating the discount rate they can take advantage of.

Intersec Cell Broadcast Center technology allows Orange Moldova marketing teams to create and launch geographically focused bonus campaigns in a few clicks and participate in a significant improvement of direct communication with the subscribers base.

Using Intersec's geolocated communication platform on both 2G and 3G networks allows Orange Moldova reaching millions of subscribers in a few seconds and improving visibility on this innovative offer.

With a strong adoption rate after launch, the success of the Bonus Offers, deployed in many other Orange affiliates together with Orange Technocenter support convinced Orange Moldova that such value-added services is significantly influencing subscribers satisfaction and loyalty .

Orange Moldova selected Intersec technology among others because of its expertise deploying many similar projects, and its capacity to provide cell broadcast on 3G handsets which is nearly exclusive on the market.

Mickael Faure, Orange Moldova CMO commented:

“Intersec's solution and expertise answer our marketing and technical expectations and allow us to improve our direct communication with our customers, based on their location, and provide a cost-effective and innovative solution to ensure Prepay Magic Zone's success.

We are glad to be one of the European pioneers to deploy this solution on both 2G & 3G networks.”



About Intersec

Created in 2004, Intersec is a software editor leading the way in the Telecom market, continuously devising cutting-edge telecommunications software for mobile and integrated operators.

The expertise of its engineering team allows Intersec to propose revolutionary solutions from direct marketing campaigns to managing interpersonal SMS traffic with value-added services (SMS-C à la carte) to service scenarios combining geolocation and interactivity.

Our solutions are already deployed in Europe, Africa, North & Latin America and the Indian Ocean via our 3 offices in Paris, St Petersburg and Mexico City.

Intersec was recently recognized as a key player in geolocation by Forbes and has been certified 'Innovative Company' by OSEO.

For more information please visit www.intersec.com



About Orange Moldova

Orange Moldova is part of the France Telecom Group, a world leader in telecommunications services, based in Paris, France. In Moldova, the company started its operation in October 1998, as VOXTEL. Orange rebranding took place on the 27 April 2007.

Orange Moldova is the number 1 mobile operator with over 2 million customers. Orange Moldova employs over 1,000 staff members.

The company owns the largest GSM mobile network covering 99.5% of the population and 99% of the territory. The EDGE technology is available throughout the country. Additionally, Orange provides its customers permanent connection with over 127 countries.

Orange Moldova is the only operator in the country to have the fastest Internet 3G+ network with a capacity of 42 Mbps. To date the service covers about 80,000 customers, forming the largest community of users of 3G wireless networks in the country. Third generation services (mobile internet, video calls, mobile TV, etc.) are available in over 1143 localities and covers 91% of the population.

At international level, Orange Moldova has been the first company worldwide to launch HD Voice for mobile phones. The project was launched on the 9.09.2009 and, in 2010, France Telecom Group was granted an award at GSM Global Awards World Congress in Barcelona. In May 2011, Orange Moldova was the first to launch Yield Zone offer proposing dynamic discount to its prepaid customers.

Orange Moldova received in 2010 4 ISO certification 9001; 14001; 27001; OHSAS 18001. Orange Moldova is also involved in many social responsibility programmes through the Orange Foundation and also support sport codes such as the National Olympic Committee, and The Moldova Football Federation (FMF) to name a few. Orange Moldova is also general sponsor of the Eurovision national stage for the last 5 years.

For more information please visit www.orange.md



About Orange

France Telecom-Orange is one of the world's leading telecommunications operators with 170,000 employees worldwide, including 102,000 employees in France, and sales of 22.6 billion euros in the first semester 2011.

Present in 35 countries, the Group had a customer base of 217.3 million customers at 30 June 2011, including 143 million customers under the Orange brand, the Group's single brand for internet, television and mobile services in the majority of countries where the company operates. At 30 June 2011, the Group had 158.3 million mobile customers and 14 million broadband internet (ADSL, fibre) customers worldwide.

Orange is one of the main European operators for mobile and broadband internet services and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies. With its industrial project, "conquests 2015", Orange is simultaneously addressing its employees, customers and shareholders, as well as the society in which the company operates, through a concrete set of action plans. These commitments are expressed through a new vision of human resources for employees; through the deployment of a network infrastructure upon which the Group will build its future growth; through the Group's ambition to offer a superior customer experience thanks in particular to improved quality of service; and through the acceleration of international development.

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, www.orange-innovation.tv
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