



Orange launches world's first high-definition voice service for mobile phones in Moldova

Paris, September 10, 2009

Orange Moldova has today announced the launch of the world's first mobile telephone service offering provide customers with a significantly improved quality of service when making calls. Unlike for other m capabilities, this is the first time since the 1990s that mobile voice technologies have been subject to a



This is the second step in Orange's HD voice strategy, following on fro for VoIP calls in 2006. Over 500,000 Livephone devices have already b extended to other Orange countries over the coming months.

The first mobile handset integrating high-definition voice capability that Nokia 6720c. This innovative handset integrates the new WB-AMR tect industry to become a new standard for mobile voice communications.

Orange Moldova customers using this device will benefit from the best richer and natural sound that is capable of conveying emotion significar Background noise is also faded out to provide clearer voice conversatic both parties. Market research suggests that 72%* of customers would compatible with HD voice, and 50%** of VoIP customers are willing to quality service.

Yves Tyrode, Executive Vice President of the Orange Technocentre, se standard for mobile communications and is set to vastly improve user e happy to be able to bring this technology to our customers in Moldova, enjoy such a service".

Liudmila Climoc, CEO of Orange Moldova, said "we are very proud to b demonstrating the potential of the Moldovan market. Our teams have worked very hard, in collaborator world, to develop the advanced technology that makes this service possible. In addition, the high qualit coverage for 63% of the population and was recently upgraded to allow for speeds of up to 14.4 Mb/sec service in Moldova. It is through the launch of innovative new services such as this that Orange is reaff investment in the future of Moldova".

Orange plans to rapidly extend the range of HD voice-compatible mobile handsets across Europe. The to the UK and Belgium markets by the end of 2010 and believes that these handsets will represent the years. At the same time, Orange will also continue its plans to roll out HD VoIP in other European mark

a strong player in the Moldovan market

Orange has been present in Moldova since 1998 and has since built up a customer base of over 1.7 mi close to 70 per cent. Orange Moldova has already developed a solid reputation with a focus on custom benefits to the population and growth through innovation.

For more information and demonstrations on HD voice and the launch in Moldova visit the animated we available in English). This includes a special video-message by Liudmila Climoc, CEO of Orange Moldc

*Ericsson HD voice trial 2006

**Orange France market research on HD voice VoIP customers 2008

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