



15 September 2008

Press release

## Bouygues Telecom to launch Bbox on 20 October

Bouygues Telecom will become an Internet Service Provider (ISP) as of 20 October. The company's first offer is based on the Bbox modem-router, featuring latest-generation technology. Bouygues Telecom customers will enjoy access to particularly attractive offers for the new service.

- Bouygues Telecom will be the **first ISP to include permanent 24/7 calls to all mobile operators in its offer.**
- The Bbox makes it extremely easy to set up a home WiFi network to share files, a printer, hard disks and Internet access among multiple PCs (see [pages 2,3](#)).
- Full MPEG-4 video transmission ensures optimum image quality and brings IP-enabled TV to the largest possible number of consumers (see [pages 4,5](#)).
- Already the leader in customer relations quality in the mobile telephone segment<sup>1</sup>, Bouygues Telecom intends to deliver the same superior level of care for its Bbox customers (see [page 6](#)).

The new service offers a choice of three Internet access plans **without any contractual commitment**:

- **"Triple Play"**, starting at **€29.90 / month**<sup>2</sup>, provides broadband Internet (up to 20 MB and including the WiFi Bbox), digital TV (more than 50 free channels) and unlimited calls to fixed numbers (including Internet telephone numbers via boxes), 24 hours/day, 7 days/week, for numbers in continental France and over 67 international destinations.
- **"Triple Play" including calls to mobile phones**: for **€39.90 / month**, this plan offers 3 hours of call time to all mobile operators, 24/7, using the Bbox. Users can keep track of calls made in the Customer Area on the Bbox website.  
**As a special introductory offer and to thank its Mobile Call Plan customers for their loyalty, Bouygues Telecom is offering 6 hours of calls instead of 3 at the same price for all contract customers who sign up before 17 January 2009.**
- **Basic Internet access**, available at **€19.90 / month**.

<sup>1</sup> TNS Sofres – BearingPoint survey.

<sup>2</sup> Rates shown are per month and apply to areas with Local Loop Unbundling. For rates for areas without unbundling, please refer to the appendices.

To make things easier for users, customers who have both a Bouygues Telecom mobile plan and a Bbox will benefit from **converged services**:

- **Simplified dialling** (same speed dial numbers on their Bbox and mobile phone) to access the customer help desk and the Bbox voicemail.
- **@bbox.fr emails are received directly on customers' mobile phone.**
- **SMS alerts whenever a new voice message is left on the Bbox voicemail.**



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#### About Bouygues Telecom

Created in 1994, Bouygues Telecom has more than 9.3 million customers, including approximately 6.9 million with contracts, and 7,700 employees. Its ambition is to become the "preferred brand of personal communication services" by further improving customer service.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans (Millenium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm.

In 2008, the all-new range of Neo call plans lets customers select an unlimited calling time slot. The new mobile internet offer includes free unlimited reception of personal emails regardless of the customer's handset. In addition to an unlocked call plan, the Web & Mail Option offers unlimited mobile internet surfing. Bouygues Telecom will launch its first fixed line offers in 2008.

Bouygues Telecom's mobile internet network combines EDGE and 3G+ technologies in order to provide customers with seamless coverage everywhere in France and very high speeds in the country's biggest cities, in addition to service quality tailored to individual needs.

Bouygues Telecom's six customer relations centres in France employ 2,000 customer advisors for optimum customer service.

#### Press contact:

+ 33 1 39 45 39 96 – [presse@bouyguetelecom.fr](mailto:presse@bouyguetelecom.fr)

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[www.bouyguetelecom.fr](http://www.bouyguetelecom.fr)

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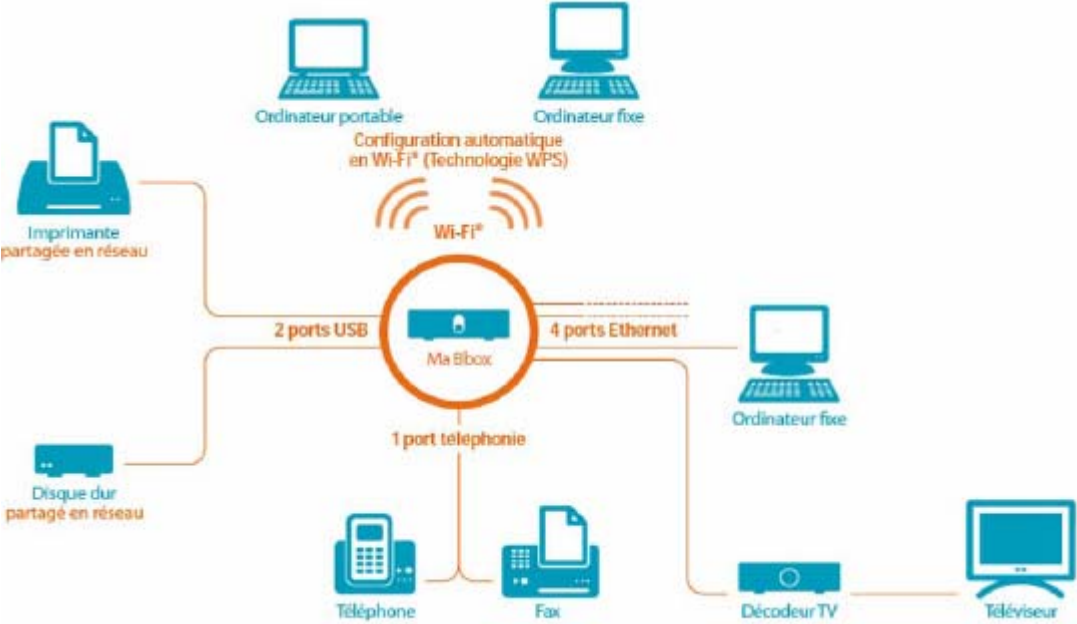
**Bbox blends broadband Internet and telephony**

**Set up a home WiFi network in seconds!**

The Bbox is a new-generation ADSL/ADSL2+ modem router that lets users **quickly and easily** set up a fully-fledged secure wireless network in their home. Thanks to WPS technology and an **Easy WiFi** button on the front of the box, customers can automatically configure several home computers in just a few simple steps.



Any number of peripheral devices (such as **printers and external hard drives**) can also be networked for sharing by all the PCs in the home. When all of the computers are connected to the Bbox at the same time, all users can access the printer, hard drive or other networked devices. Configuration tools are available right on the Bbox website to make it extremely easy for users to quickly set up their wireless home network.



The Bbox is also equipped with a complete range of interfaces:

- 4 RJ45 Ethernet ports to connect up to 4 wired devices, including one for the TV set-top box
- 2 RJ11 telephone ports
- 2 USB 2.0 ports (including 1 on the side of the box).

All connectors (Bbox, cables and the Bbox TV set-top box) are colour-coded to facilitate set-up.

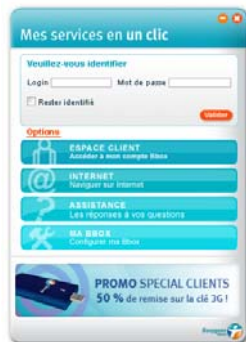


## Broadband Internet

The Bbox provides **broadband Internet access** with a **maximum speed of 20 Mbps**. The offer includes an email address (@bbox) with integrated antispam and antivirus control, parental control and a package of TV channels streamed to the user's PC.

In partnership with Symantec, the market-leading Norton Internet Security **utility for secure web browsing** is also available as an option (first 2 months free).

The **Bbox website** offers an array of useful services and information. Bouygues Telecom is the first ISP to use Web 2.0 technology and offer a vast range of **configurable widgets** via its site. Among the services users can personalise are: Météo France weather forecasts, Mappy maps and route planners, stock market news with boursier.com and consumer guides with leguide.com. Customers simply choose from among the **leading Internet brands** that have tailored their content to the portal's modular format. Additional content is also available from TF1.fr: **LCI news channel, Eurosport, WAT videos**.



**“Mes Services en un clic”**: This window, which is always available on the PC screen, provides instant access to Bbox email, messages received on the Bbox voicemail, the subscriber website, customer support, Bbox configuration tools and the Customer Area.

## Bbox telephone services

In addition to unlimited calls to all fixed numbers and inclusive call time to mobile numbers, Bouygues Telecom also offers a full range of telephone services:

### - **Bbox voicemail:**

Like the mobile phone service, the Bbox subscription includes voicemail to make sure people never miss a call. And to make things even easier, the menus are largely the same as those used to access mobile phone voicemail.

Users can program email or SMS **alerts** on their mobile when a **new message is received** on their Bbox voicemail.

A **single speed dial number** can be programmed to access the voicemail either from the Bbox or from a Bouygues Telecom mobile.

The **unified messaging service** on the Bbox portal lets customers access all voice messages stored on the Bbox, as well as their @bbox.fr email messages and made/received/missed calls via the Bbox line.

- The full array of **conventional telephone features** is of course also available, including: caller ID, outbound caller ID blocking, call waiting, call forwarding, automatic redial and more.



## Full MPEG-4 TV:

### Optimum image quality for the broadest possible audience

Bouygues Telecom is the first operator to stream video right from the launch of commercial service exclusively in **MPEG-4 format** from the network head-end, both for digital TV and video on-demand. This technology enables Bouygues Telecom to deliver optimum image quality to the greatest number of customers.

A minimum speed of 4.4 Mbps is required to benefit from simultaneous access to broadband Internet, telephony and digital TV. In addition, MPEG-4 format ensures excellent video output on customers' TV sets. In addition to a standard video adaptor, an **HDMI cable is provided with the set-top box** to allow users to get the most out of new HDTV screens.



*The HD compatible Bbox TV set-top features an integrated HD TNT (terrestrial digital TV) tuner and 120 GB hard drive.*

The set-top box has all the interfaces needed to operate seamlessly with consumer audio and video devices:

- 1 RJ-45 Ethernet port
- 1 HDMI/HDCP port
- 1 YUV connector and 2 video adaptor connectors (TV, Aux)
- 3 audio connectors, including 2 digital (fibre-optic and coaxial) and 1 analogue
- 2 USB 2.0 ports (for planned future services: to interface with digital cameras, external hard drives, etc.).

### Array of innovative features

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Bouygues Telecom has developed a rich array of highly useful innovative features to offer customers unparalleled ease of use:

- When several sources (TNT or ADSL) are available for the same channel, the **source with the best quality signal is automatically selected**;
- **Virtual channel surfing** lets users check programme schedules on other channels while continuing to watch the current channel and then switch when they decide to watch a different programme.
- **Digital recording** lets viewers program recording using either the electronic programme guide (EPG) or the remote control. Recording set-up (automatic or manual stop, end time) are configured once the recording actually starts.
- The Bbox set-top box also makes it possible to record one channel while watching another channel or video-on-demand. This feature is available to all customers who opt for the TV service plan (with "TNT" digital terrestrial television and IP signals). Customers with higher bandwidth can also access this feature using two different IP streams.
- **A universal remote control for both the Bbox top-set and the TV.**



Bouygues Telecom has also designed a remarkably easy-to-use TV interface to allow customers to **get the most out of the features available with digital TV**:

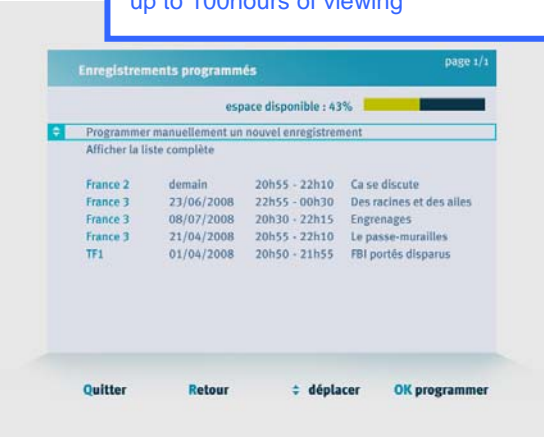
**Programme thumbnails**  
16 channels displayed per screen



**Interactive programme guide**  
To view the programme schedule for the day and for the week ahead



**DVD and program time-shift control**  
120 GB of hard drive storage to record up to 100hours of viewing



€ / month

In addition to the TV channels included in the basic plan, Bouygues Telecom is also offering the following value-added services immediately from service launch:

- **Channel packages and individual channels.**
- The TF1 Vision catalogue offering over **3,000 videos on demand** (films, TV series, documentaries and more), including a selection in HD (for users with HD-enabled equipment).
- Optional access to **Canal+ Le Bouquet and CanalSat.**
- TV programme **recording** (up to 100 hours) and **time-shifting TV control (pause/rewind)** without having to change top-set boxes.

To mark the launch of its ISP offer, Bouygues Telecom is pleased to announce roll-out of a **groundbreaking interactive service for TF1 content**. TF1 is proposing this innovative new service exclusively to Bbox subscribers, giving them access to complete program news (trailers, special reports, backstage news), plus participation in programme games, news and sports and practical information. TF1 and Bouygues Telecom will shortly announce complete details of the new service.





**A formal commitment to the same award-winning service and support  
enjoyed by mobile customers**

In 2006 Bouygues Telecom was awarded national Customer Relations Centre Service certification by AFAQ AFNOR for its mobile activities and in 2008 won first prize in the TNS Sofres – BearingPoint customer relations league tables in the mobile telephony category for the second year running.

As Bouygues Telecom gears up to enter the ISP segment, these awards endorse the extensive experience the operator has acquired in delivering best-in-breed customer relations. As a new challenger in fixed-line services, Bouygues Telecom is committed to bringing Bbox customers the same high standard of care enjoyed by its mobile customers.

To meet this pledge, Bouygues Telecom has set concrete objectives.

**Facilitate access to Bbox:**

- Bbox is available at most of the 560 Bouygues Telecom Clubs.
- A special user-friendly website ([www.bbox.bouyguetelecom.fr](http://www.bbox.bouyguetelecom.fr)) ;
- Bouygues Telecom will reimburse €50 of the contract termination charge paid by new customers who end their contract with another ISP.
- Home installation charge of just €1 (inclusive charge of €99; 50% tax reduction or credit, amounting to €49.50 and €48.5 credit to be deducted from the Bouygues Telecom broadband subscription).

**Swift and effective customer support:**

- Specially trained teams of customer advisors, all based in France, to ensure an efficient response to queries.
- Help desk open every day, from 8am to 10pm (no charge for wait time; calls made using the Bbox or a Bouygues Telecom mobile are charged at the local rate), to resolve technical issues.
- An average call response time of less than 30 seconds, as for mobile services.
- The same high standards of efficient and friendly customer care and high-quality response.
- A dedicated Customer Area on the Bbox website available 24 hours a day to handle all queries.



### Rates<sup>3</sup> (areas with and without Local Loop Unbundling)

Monthly rate; available to residential customers only.

Service offer in areas where <u>unbundling is implemented</u> (Bouygues Telecom network)	Internet only	Internet + TV + unlimited calls to fixed numbers	Internet + TV + unlimited calls to fixed numbers + 3 hrs of calls to all mobile operators (6 hrs for Bouygues Telecom customers <sup>4</sup> )
<b>Partial unbundling</b>	€19.90	€29.90	€39.90
<b>Total unbundling</b>		€29.90	€39.90
	Bbox included	Bbox included	Bbox included
		<i>Option for digital programme recording and live TV control: €5 / month</i>	

Service offer in areas where <u>unbundling is not implemented</u>		Internet + unlimited calls to fixed numbers	Internet + unlimited calls to fixed numbers + 3 hrs of calls to all mobile operators (6 hrs for Bouygues Telecom mobile customers <sup>4</sup> )
<b>Partial unbundling</b>		€34.90	€44.90
<b>Total unbundling</b>		€44.90	€54.90
		Bbox included	Bbox included

<sup>3</sup> Monthly rate (incl. VAT); available to residential customers only; services available in continental France (excluding special and short numbers); for full terms and conditions, please go to [www.bbox.fr](http://www.bbox.fr)

<sup>4</sup> For all subscriptions before 17 January 2009.