

Orange launches handsets with Facebook integration

Orange, the mobile network operator and Internet service provider has announced that they will launch three new affordable phones with Facebook integration across Africa and Europe during the last quarter of 2011, creating a cost effective social experience for more of Orange's customers.



This announcement forms part of Orange's strategy to help customers get more from their digital lives and provide access to mobile services such as Facebook to the widest possible range of customers. At a more affordable price point than previously available, with bundles and tariffs to match, these handsets will make mobile Facebook access more widely available for the first time for some customers.

"The rise of the smartphone and the explosion of social networks have completely changed how people keep in touch and share content. Until now many consumers across Africa and Europe have not had access to a phone that offers deep Facebook integration at an affordable price," said Yves Maitre, senior vice president of Mobile Multimedia and Devices, Orange. "We feel strongly that it is Orange's role to enable customers to enjoy a digitally rich, connected life and this and future work with Facebook and Alcatel One Touch will allow us to open up mobile social media access to even more of our customers."

"Orange and Facebook have a common goal of providing mobile social access to people throughout Europe and Africa," said Henri Moissinac, head of Mobile Business at Facebook. "These phones and our ongoing collaboration with Orange will offer an opportunity for people to easily connect and share with their friends on Facebook anytime, anywhere and, for some, experience the mobile web for the first time."

Orange has set out a clear strategy to increase its original design manufacturer portfolio from 15 to 20% in order to offer customers more choice across pre-pay and post-pay segments. By growing the portfolio with partnerships such as this, Orange is able to provide customers with high quality, affordable handsets packed with intuitive, useful and unique services and features.

The handsets

The range consists of three phones that make it easy for customers to post and tag photos, comment on a friend's wall and sync Facebook friends to their address book. The phones are the Alcatel One Touch 585, One Touch 813F, and One Touch 908F (Orange Vancouver in Romania).

For more, go to www.orange.com

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