



Mobile World Congress 2025
3 – 6 March

Orange stand, Hall 3, 3K10

At MWC 2025, Orange showcases intelligent, flexible and personalized connectivity for homes and businesses

Once again, Orange will be present at MWC where it will reaffirm its network leadership. Orange will demonstrate in a space of more than 1,000m2 how it is innovating, adapting and transforming its network to bring new services, value and flexibility to businesses and consumers.

The demos will be split across three areas: Connected networks (focused on the networks of the future), connected businesses and the connected home.

Connected Networks

The Connected Networks corner shows how Orange is continuing to transform its networks through the use of platforms, AI and automation. It highlights the critical role of networks in supporting digital transformation and the growing demand for connected services.

Key advances such as platform transformation, which enables centralized management and better integration of services, and automation, which optimizes processes and improves operational efficiency, are illustrated. These innovations enable Orange to offer more flexible and responsive solutions, while meeting the growing demands of its customers for performance and security in all its markets.

Through interactive animations on tablets, Orange presents a range of concrete solutions, highlighting automation, network reliability and predictability, personalized and inclusive customer experiences, and improved operational efficiency - all powered by AI, APIs and augmented reality. It is an opportunity to get closer to the Orange network and to project the visitor in the role of a network manager, intervention or maintenance technician.

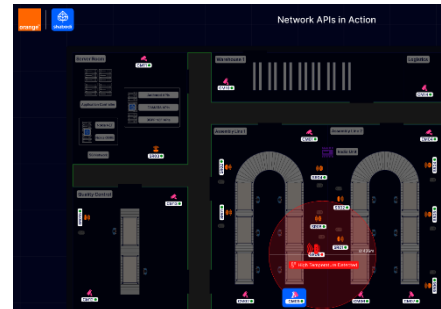
- **FiberRootCause AI ready** is an innovative AI solution to automate troubleshooting of fiber optic networks nationwide and reduce technician diagnosis and response times.
- **GenGraph RCA**: Enhance network monitoring and maintenance by improving network incident identification with a digital twin solution using generative AI and graph modeling.
- **5G Core Network as a Service** revolutionizes the deployment of 5G networks with a plug-and-play core model offering speed, flexibility, and cost-effectiveness. It leverages network automation and softwarization, enabling rapid deployment without requiring specific infrastructure from customers, as it is fully hosted and managed by Orange. The fully digitalized platform allows straightforward online configuration tailored to the requirements of operators. With a flexible "pay-as-you-grow" model, there are no minimum size requirements, enhancing overall cost efficiency. The service also encompasses comprehensive management of updates and adherence to security standards. This approach allows operators to concentrate on their customers while ensuring a swift launch of services. Furthermore, the virtualization aspect of this solution reduces the need for new infrastructure construction, contributing to lower carbon emissions and supporting environmental sustainability initiatives.
- The "**augmented tools for technicians**" are diverse: virtual reality goggles to train before a field intervention, augmented reality to locate the technical network elements, and augmented goggles to get help from remote experts and perform hands-free reports.

Connected Business

In the Connected Business area, Orange offers solutions to optimize maintenance, security and operational efficiency for companies. AI transforms networks, tools and processes and increases innovation capabilities. Orange explores how AI, as well as APIs, digital twins, spatial computing and broadband networks transform its networks to automate them before empowering them, or to improve the autonomy of operational teams and create new experiences.

Network APIs Power Industry 4.0

By integrating Orange's robust, carrier-grade 5G public and private infrastructure with Shabodi's NetAware programmable network platform, the successful implementation of Industry 4.0 through network APIs is closer than ever. Attendees at MWC will experience a demonstration of a 5G-connected camera and temperature/humidity sensor that detects anomalies in seconds. This will illustrate how network APIs can enhance production lines and optimize factory operations, leading to improved efficiency and performance.



Shabodi NetAware is a programmable network platform that provides operator-owned network services, including CAMARA and custom APIs, for application consumption.

AI for smart maintenance

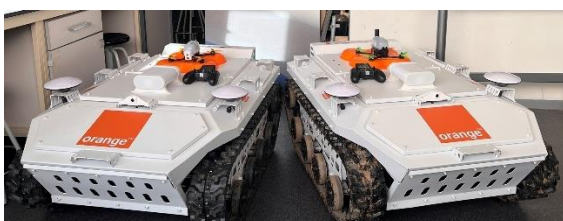
In industry, maintenance operations must be transparent to optimise production line efficiency. Stopping a machine leads to a drop in productivity and additional costs. Anticipation is therefore key to reduce the rate and duration of breakdowns, increase the autonomy of operational teams on site, leading to greater efficiency and productivity.

Orange has developed a solution using a mix of technologies including predictive and generative AI, digital twins and spatial computing to provide more efficient maintenance. Using operating data from the system to be monitored, operational teams will be warned of component wear before a breakdown occurs. This automated control will allow them to anticipate corrective action and implement the appropriate solutions such as ordering spare parts or immobilising the machine for maintenance and adjusting the production schedule. In addition, the solution provides the ability to share data between several industrial sites of the same company to capitalize and anticipate even further maintenance management.

Live robot 5G (MasOrange)

In industries, fire outbreaks require rapid intervention to limit the damage to the production line and associated economic losses. Besides, certain building materials, coupled with new self-generation energy practices, increase the risk of fire in factories and agricultural facilities, making it difficult for many companies to obtain fire insurance at a reasonable price.

MasOrange is presenting a 5G Stand Alone-based solution for fire prevention consisting of autonomous robots and drones, provided by Arborea Intellbird. Visitors will see the live broadcast of an autonomous robot set in a factory in Salamanca, connected to Orange's 5G SA network, constantly measuring the temperature of every corner of the facilities and at different heights, thanks to sensors, creating a heat map of the analyzed area. The robot triggers an alarm and sends an alert to the site



manager when detecting an anomalous increase of temperature, enabling the team to act on time and prevent a potential fire. A similar robot to the one on-site will be displayed on the Orange booth.

Live Intelligence enhanced by 5G

Following the launch of [Live Intelligence](#), a range of Gen AI solutions for businesses at the end of 2024, Orange Business will show how Live Intelligence simplifies the deployment and management of GenAI technology for businesses of all sizes.

This demonstration will highlight how Live Intelligence can analyze industrial equipment with connected cables through real-time live video chat. The AI will assess the equipment and generate compliance reports based on industry standards, showcasing the future of intelligent monitoring. Our integration with private 5G solutions ensures secure mobile AI applications, providing businesses with reliable connectivity and high performance, especially for field technicians. Attendees will experience how this powerful combination guarantees smooth streaming and an improved user experience, setting a new standard for managing sensitive data in the industrial sector.

Connected Home

In the Home universe, the Orange Livebox is presented as the heart of the connected home. No longer a simple router, the Livebox becomes a connectivity hub where users can download applications and add new services for greater flexibility and personalization. Orange reaffirms its ambitions in terms of connectivity and home services for all, based on the box as a true control center, enabling the personalization of connected services and the intelligent protection of the home.

A la carte Home

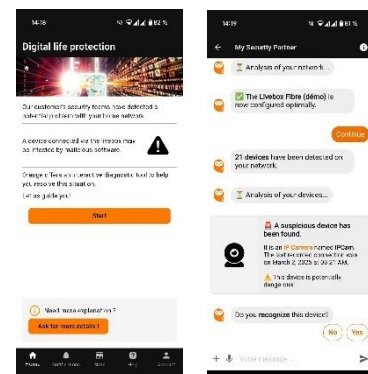
Orange customers will be able to enjoy a more personalized experience with the Orange Livebox, featuring the prpl operating system. This new system provides access to various connected services. The demonstration shows that Orange customers will be able to download applications such as secure password managers and traffic prioritization tools through the 'À la carte HOME' platform. The À la carte HOME platform will enable users to subscribe to services and install them on their Livebox. This innovation will introduce new paid services.

Orange is also opening up APIs to allow external developers to benefit from network information and management. The Home QoD API, developed thanks to a partnership with Damos, is an opportunity for both a la carte services and openness through APIs. This simplifies collaboration with third-party service providers and the launch of new services for the Group's subsidiaries, especially thanks to a shared cloud platform.

Beyond the services shown in the demo, this opens up possibilities for other à la carte applications such as cyber and home security, improving home network coverage, diagnosing network problems, managing energy consumption in connected homes, and tracking online time.

My Security Partner

Every day, Orange customers can fall victim to malicious software. The security team, which is responsible for alerting customers in case of security incidents, is strengthening its tools with the addition of a highly intelligent agent, called My Security Partner. Developed using generative AI combined with the home devices' connection information provided by the Livebox, my Security Partner analyses the home network and can pinpoint a particular terminal as likely source of vulnerability. Through the Orange & Moi app, a chatbot guides individuals with a step-by-step self-diagnosis guide, to detect and eliminate the possible sources of the cyber-attack.



My Security Partner also provides customers with didactic explanations and basic advice and reminders such as changing the administrator password or run the computer's antivirus software. With this autonomous agent, users benefit from continuity of service and rapid resolution of their incident, without costly technician intervention. Meanwhile, the security teams can focus on the complex cases.

Orange TV GenAI Voice Interaction



Using the new GenAI Voice Interaction, users will be able to discover a more intuitive and natural way to access digital entertainment through the Orange TV service. A simple quote ("I am Groot"), describing an iconic scene, or even mentioning a "character with a red cape" will give access to a personalized selection of films. And by saying multiple commands at once ("Switch to TF1 TV channel, set the volume to 20% and tell me a joke to cheer me up"), it will be possible to achieve the ultimate TV experience faster than ever.

This updated voice interaction feature, introduced with the Livebox 5 model, offers a new way to experience movies and series, as well as live documentaries, shows and even games. This level of interactivity and engagement has strong commercial potential with smart TV manufacturers as well as content and streaming platforms.

Leveraging AI for African Languages

As part of its commitment to accelerate digital inclusion and fostering growth in the Middle East and Africa, Orange is collaborating with world-class partners (like OpenAI, Meta for example) to fine-tune and train AI models—including Large Language Models (LLMs)—capable of understanding regional African languages currently unsupported by generative AI.

This initiative aims to develop tailored AI solutions that transform customer experiences in Africa while enhancing operational efficiency. From 24/7 customer support to AI-powered features on its 'Max it' super-app, these advancements help bridge the digital divide affecting millions across the continent.

At MWC, Orange is showcasing its solution deployed in Senegal for customer service. Visitors can witness how this innovation captures and analyzes the voice of the customer, even in natural conversations in local languages. Specifically, the solution transcribes and processes Wolof calls to extract valuable insights, driving continuous improvements in customer service operations.

Next, Orange plans to expand these AI capabilities to Pulaar and beyond—paving the way for a more inclusive digital future across Africa.

#FoorGoodConnections

Digital is everywhere and used by most, including children and teenagers. However, the digital world is full of risks for children that they do not always understand, and parents do not always know how to protect them. Yet, young people are more connected than anyone else¹ and studies have shown that 60% of them have already been victim of cyberbullying², nearly 45% spend an average of three to five hours per day on social networks³ and 85% of women have experienced online violence⁴.



As a trusted partner that gives everyone the keys to a responsible digital world, Orange reinforces its long-standing commitment to support young people in their responsible use of digital technology. This initiative, called For Good Connections, was launched in 2024 and aims to prevent excessive screen time, cyberbullying and online hate.

At MWC, Orange dedicates a corner of its stand to showcase some of its solutions:

- Túyo: The TúYo solution (in Spain) is the first complete solution that helps parents looking for a safe, simple and responsible way for their children to access their first cell phone. The service includes a parental control app to ensure children can use their digital devices safely. The app enables to limit children's screen time throughout the day, block inappropriate content, and track their location. There is also a panic button that can be used in case of an emergency.
- Safer Phone: The SaferPhone (in France): is an offer that includes a refurbished iPhone 12 with the Cybersecure service and 50Gb of data per month aimed at teenagers. It filters unwanted calls, blocks malicious links and protects against cyber threats.
- Safe Zone: To combat cyberbullying, in 2022 Orange developed some safety zones that can be accessed on popular online games including Roblox and Fortnite. The Safe Zone helps raise awareness on cyberbullying through a series of questions and answers that address the risks associated with immersive technologies, but also provides support to those who are victims or witnesses of cyberbullying. Following its initial success, in 2023 Orange decided to offer the Safe Zone assets to video game creators as an open source software that can be integrated into any game. Safe Zone is now available in France, Spain, Romania, Poland, Luxembourg and Slovakia and has been used by more than six million players.

¹ <https://www.itu.int/itu-d/reports/statistics/2021/11/15/youth-internet-use/>

² Source : Institut Audirep France

³ Source: BDM

⁴ Source: The Economist Intelligence Unit, 2021