



Rugby World Cup France 2023: Orange uses its technological prowess and innovation to connect the rugby world

As Official Sponsor and Official Telecom Operator of the Rugby World Cup 2023, Orange is taking on an unprecedented technological challenge to make this Rugby World Cup a global success, both inside and outside the stadiums.

Sharing the power of rugby in stadiums and beyond

Orange teams have been working hard for more than two years and a half to connect the Rugby World Cup 2023 and enable as many fans as possible to experience the excitement of rugby around the world. Orange is connecting television broadcasters to 850 million viewers via a secure, ultra-high-speed Broadcast Contribution Network.

In addition to video transmission, Orange is providing all the connectivity required for the tournament. From the International Broadcast Center (IBC) to the France 2023 Organising Committee headquarters, including all remote sites, a unified and simplified native IP architecture will be deployed for the organizers and all partners. This solution improves the performance and efficiency of the telecommunications solutions. The fixed telephony will also be based on 100% IP solutions.

Orange puts its innovation to work for rugby

To enable visually impaired fans to experience the full intensity of the matches, Orange supports [Touch2see](#), a startup that has developed a tablet that allows fans to follow a match in real time using touch and vibration. The solution, which will be offered to rugby fans for the first time at the 2023 World Cup, will eventually allow sports data captured by cameras in the stadium to be transmitted in real time, analyzed and transformed into a sensory experience using the 5G network and artificial intelligence.

Orange has also used virtual reality for the French national team with the *Touche Augmentée* (Augmented Lineouts) system. This innovation was specifically designed to help players improve their lineout technique. *Touche Augmentée* will be available to try out at the Rugby Villages in Lyon, Nantes, Paris and Toulouse.

Finally, the power of Orange's networks in the stadiums and Rugby Villages will allow fans to enjoy two augmented reality experiences, thanks to highly realistic 3D modeling, for images that look just like the real thing.

A Rugby World Cup 2023 with a low environmental impact

Orange is committed to minimizing the environmental impact of the network infrastructure used for the competition. All the equipment needed to connect this World Cup will be reused for other events or left in place permanently.

France 2023, in partnership with Orange and with the support of the Monnaie de Paris, will present [medals made from discarded telephones](#) to the participants of the Rugby World Cup 2023. Precious metals from over 200,000 phones have been recycled to create the 1,491 medals that will be presented to the players.

Caroline Guillaumin, Executive Director of Group Communications said: *"Orange is proud to be a partner of this major event, which will involve 700 of our employees. For us, this is both a technical and an environmental challenge. This Rugby World Cup 2023 is an opportunity to innovate, test and reinvent ourselves. We're also working with a number of startups to provide an enhanced digital sports experience for all audiences - athletes, partners and, most importantly, fans."*

Between now and the competition, the Orange Rugby Team will be interacting with rugby fans on social media, allowing them to discover exclusive and original content ([Twitter](#), [Facebook](#), [Instagram](#)).

About Orange

Orange is one of the world's leading telecommunications operators with sales of €43.5 billion in 2022 and 136,000 employees worldwide as at June 30, 2023, including 74,000 in France. The Group had a total customer base of more than 291 million customers on June 30, 2023, including 246 million mobile customers and 24 million fixed broadband customers. The Group is present in 26 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies under the brand Orange Business. In February 2023, the Group presented its "Lead the future" strategic plan, built on a new business model and guided by responsibility and efficiency. "Lead the Future" capitalizes on network excellence to reinforce Orange's leadership in service quality.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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