



## Bouygues Telecom Entreprises and AFP (French Press Agency) team to offer news stories on BlackBerry smartphones

Mobile World Congress, Barcelona, Spain, 17 February 2009 — Bouygues Telecom Entreprises and Agence France-Presse (AFP) will introduce a new application in early March that lets Bouygues Telecom business customers access AFP news releases directly from BlackBerry® smartphones marketed by the operator.



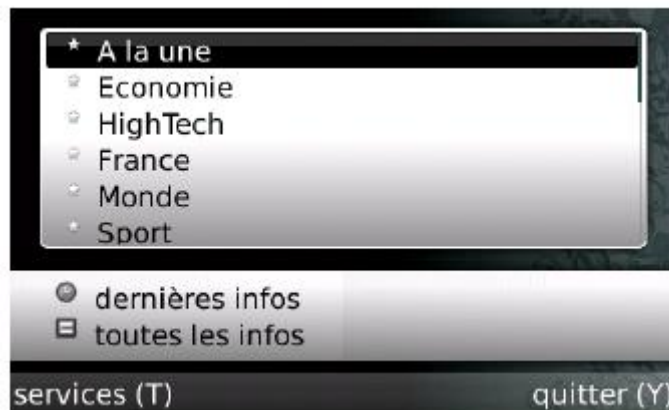
### **Special features for Bouygues Telecom Entreprises customers**

The application, developed jointly by AFP and Mobilescope, has been designed and tailored to the specific interests of business users. Otman Meriche, head of Business Development at Agence France-Presse said: “The AFP brand is increasingly visible in the mobile ecosystem. This service brings Bouygues Telecom Entreprises customers with BlackBerry smartphones access to a world-leading news service.”

The application enables instant access to AFP news, including images, with a choice of four languages. Dozens of different themes are available, ranging from international news to offbeat stories, business, politics, sport and entertainment.

Bouygues Telecom Entreprises has pre-selected six basic sections for its business customers: Front Page, Business, High Tech, France, World and Sport.

Users can also personalize their home page to display news that reflects their interests by selecting their own subjects. They can also choose the language—French, English, Spanish or German. The application has different display levels, ranging from summaries of top stories in a few lines to complete stories or photos corresponding to news items.



### **Additional information**

The application has been optimized for the BlackBerry® platform. It is featured on the Agence France-Press stand (Stand 7B81) at the Mobile World Congress. Detailed information and the application will be available in early March on <http://www.entreprises.bouyguestelecom.fr>

### **About Bouygues Telecom Entreprises**

Bouygues Telecom set up a unit dedicated to businesses and SMEs in 1997. With call plans, per-second billing and unlimited data access, Bouygues Telecom Entreprises provides fixed, mobile and internet solutions to nearly 1 million SMEs and companies across France, in addition to over 200 major accounts (Council of Europe, Ecole du Ski Français (ESF), La Poste, BNP Paribas, EDF, the French customs authority, Nestlé, the City of Lyon, LVMH, etc.). Bouygues Telecom controls end-to-end service quality for businesses thanks to IP equipment installed and managed all over France.

Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France and very high speeds in major French cities, ensuring service quality tailored to customer needs.

Bouygues Telecom Entreprises has 10 branches throughout France with a total of 750 employees dedicated to advising business customers on the choice, installation and follow-up of fixed-line and mobile calling and data solutions. Its distribution network is rounded out by 800 aftersales outlets and close to 200 authorised retailers in France.

### **About Agence France Presse**

AFP is a global news agency, delivering fast, accurate, in-depth coverage of the events shaping our world from wars and conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,900 staff and stringers spread across 165 countries, AFP covers the world 24 hours a day in six languages, delivering the news in video, text, photographs, multimedia and graphics.

### **About Mobilescope**

Previously the R&D department of In-Fusio, a specialist in the design and development of mobile games, Mobilescope is a leader in mobile applications based on Java technology.

Mobilescope boasts recognized experience in the development of "apps/games stores" embedded in mobile phones and in-depth expertise in the design of applications for media.

For more information visit [www.mobilescope.com](http://www.mobilescope.com)

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