

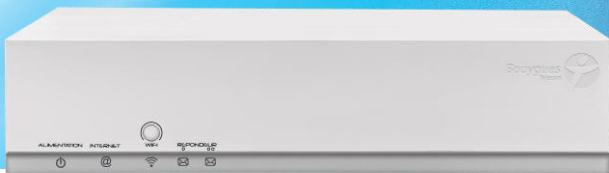


# Bbox fibre

## Internet - tv - téléphonie

Press Release

**Bouygues Telecom to launch Bbox fibre on 2 November across largest very-high-speed network in France**



**With access to a network of 8.3 million connection points (including 4.2 million with bandwidth of up to 100 Mbit/second), Bouygues Telecom will make the Bbox fibre offer available to 6 million households.**

**Bouygues Telecom is using its own very-high-speed fibre router and service platforms to create an innovative offering that lets customers discover the fibre experience at attractive prices, coupled with the exemplary customer relations that has earned Bouygues Telecom awards for its fixed and mobile services.**

*Paris, 21 October 2010* - Bouygues Telecom continues to focus on “useful innovation”, bringing the largest number of potential customers access to services matched to their expectations and changing needs.

The Bbox fibre offer from Bouygues Telecom delivers multiple benefits:

- An exciting new Web experience with faster surfing and downloading, plus optimal fluidity for online gaming.
- An unprecedented TV viewing experience thanks to exceptional image and audio quality, plus a rich selection of channels and content packages unrivalled in the market (Bbox, Numericable and Canal+ group packages). What's more, all customers are eligible for high-definition and 3D services and get a digital recorder and time shifting included with their service.
- The upcoming Multi TV option will soon enable connection of one or more additional set-top boxes to bring the experience to several TV screens<sup>1</sup>.

**All these groundbreaking services are available simultaneously with optimal quality thanks to distinct network and bandwidth capacity allocated to TV and Internet connection.**

<sup>1</sup> Available 1st quarter 2011 at €9.90/month/set-top box.

## Best of the Bbox in very-high-speed version, starting at €39.90 per month

For only €39.90 per month, the Bbox fibre offer includes:

- Very-high-speed Internet access, up to 100 Mbit/second<sup>2</sup>.
- High-definition TV, **including digital recorder and time shifting**.
- Unlimited calls to fixed-line telephone numbers and over 100 international destinations via Bbox fibre<sup>3</sup>.

For an additional €10 per month customers can add 3 hours of calls to mobile numbers (all operators)<sup>3</sup>.

## ideo also available on very-high-speed platform

The ideo all-in-one service is transforming the market once again, becoming the first quadruple play service available in a very-high-speed version in France. With ideo all-in-one customers can save €16 per month, for example, or €192 a year. **With ideo, the cost of the Bbox fibre offer is equivalent to €23.90 / month.**

**ideo** Tout-en-un

neo.3<sup>(4)</sup>

2h d'appels<sup>(4)</sup>

Appels illimités de 21h30 à 8h + 2h d'appels

Appels illimités de 20h à 8h + 2h d'appels

Appels illimités de 19h à 8h + 3h d'appels + tout le WE

Appels illimités de 18h à 8h + 3h d'appels + tout le WE

SMS/MMS illimités 24/24

Internet, Mails 24/24 et TV 3G+ (3G+ jusqu'à 500Mo/mois)

Bbox fibre

54,80€ /mois

58,80€ /mois

68,80€ /mois

79,80€ /mois

89,80€ /mois

Tous les forfaits mobile existent en version 3h, 4h et 6h d'appels (+6€/mois par heure supplémentaire).

Rates apply for 24-month contract (add €6 for a 12-month contract).

The Bbox fibre offer is also available with ideo 24/24, Bouygues Telecom's unlimited fixed and mobile service, at a cost of €109.80 / month (with a 24-month contract).

## Award-winning customer relations comes to very-high-speed fibre service...

Bouygues Telecom customers benefit from the expertise and support of the only operator in France to have received "NF Service" quality certification for all its mobile and fixed consumer services. This best-in-class customer service includes:

- Free home installation for all new Bbox fibre customers, including connection to the network as well as connection and activation of all Bbox equipment.
- The Bbox fibre offer is available from 2 November at all Club Bouygues Telecom stores.
- Rebates of up to €90 to cover cancellation fees charged by the customer's previous ISP.

<sup>2</sup> Theoretical bandwidth: in eligible zones, very-high-speed Internet connection up to 100 Mbit/s inbound, or high-speed Internet up to 30 Mbit/s.

<sup>3</sup> In metropolitan France, excluding special surtax numbers.

## Exceptional content

### → Bbox programme packages

The Bbox fibre TV offer provides digital quality channels, **including 10 HD<sup>4</sup> channels**, plus 3D programmes in the near future.

Internationales		Information	Culture et société	Nationales	
Al Jazeera Arabe	France 24 Anglais	Euronews	Fashion TV	TF1 HD	France 4
CCTV F	TVE	France 24 Français	NRJ Paris	France 2 HD	BFM TV HD
CCTV News	TVE 24 horas	CNN International	Liberty TV	France 3 HD	i>TELE
APSARA TV	Deutsche Welle	Al Jazeera English	Demain TV	Canal+ en clair	Direct Star
TéléSud	France 24 Arabe	Guysen TV	KTO	France 5	Gulli
Al Jazeera Children	2M Maroc	CNBC	Beur TV	M6 HD	France Ô
Baraem	Al Aoula International	LCP 24/24	Nolife	Arte HD	
	Canal Algérie	Public Sénat 24/24	Luxe TV HD	Direct 8 HD	
			E ! Entertainment	W9	
				TMC	
				NT1	
				NRJ 12 HD	
				LCP / Public Sénat	

Sport	Généralistes	Pratique et Loisirs	Musique
Equidia	RTL9	M6 Boutique La Chaîne	NRJ Hits
Ma Chaîne Sport	Paris Première	Best of Shopping	Brava HD
AB Moteurs	Téva		

All customers who subscribe to Bbox fibre for the first time between 02/11/2010 and 07/03/2011 **receive the extended Bbox fibre programme package at no extra charge:**

Boomerang	Yatch & Sail	M6 Music Club	Motors TV	Jimmy
Piwi	Chasse et Pêche	M6 Music Hits	ESPN Classic	TCM
Mangas	Animaux	M6 Music Black	Sport +	Trace
Télétoon	Escales	MCM	MCS Extrême	Toute l'Histoire
Baby TV	Stylia	MCM Pop	Karaoké Channel	Encyclopedia
	AB1	MCM Top		

**Four optional Bbox fibre programme packages** and pay-per-view content are also available with no contractual commitment: Cinéma, Grand Cinéma, Adulte, M6 Music.

### → TV Programme packages from partners

Bouygues Telecom is the first operator in the market to bring customers access to programming content from both the Canal+ group and Numericable.



### → On-demand TV

MyTF1 is a catch-up TV service that provides free access to over 30 hours of programming for 7 days following the original show time. Other on-demand TV services like M6 Replay will be available in the near future.



<sup>4</sup> List of channels subject to change. Complete list available on [bouyguetelecom.fr](http://bouyguetelecom.fr). Access to high-definition channels requires an HD-compatible television.

→ Video On Demand

Thousands of programmes are also available on demand from the Canalplay and TF1 Vision VOD catalogues, including a selection of HD content and very soon the first 3D VOD content.



→ A growing list of services included in the basic offer

Bbox fibre TV includes the following services for all customers:

- Digital recorder for time shifting and recording of programmes.
- Universal remote control for the Bbox fibre set-top box and TV set.
- The intuitive and fluid Bbox TV interface (using Flash technology), the only one of its kind in the market.

This interface is available for all Bbox customers—ADSL or fibre—and features:



An entertainment programming guide (EPG) for easy programme search by scrolling through a grid, with one-click recording.



A channel surfing bar for instant display of programmes being shown on other channels.



A mosaic of tiles for instant viewing of the top-tier channels from the Bbox offer.



A multimedia service called "m@ TV", allowing all Bbox TV customers to instantly access Web content from their TV screen (Météo France, V-Trafic, Eurosport, Closer, Elle Astro, TF1 News and Boursier.com). The service will quickly expand with new applications.

Also, a soon-to-be launched media centre<sup>5</sup> will enable access to all multimedia content directly from the TV screen.



<sup>5</sup> Available 1st quarter 2011.

## New Bbox units

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The Bbox fibre modem and set-top box feature a sleek new design created specially by Bouygues Telecom to elegantly blend into every home.

### → Bbox fibre modem

Designed for simplicity:

- A single button turns WiFi on or off. The modem has complete connection interfaces (see appended technical data sheets).
- Two USB ports to connect a hard disk or printer.



Simplicity does not of course compromise performance: the Bbox fibre modem is equipped with a high performance dual processor, ensuring that customers enjoy the full benefits of very-high-speed access. The modem supports the new DOCSIS 3.0 standard, which will ultimately provide up to 400 Mbit/s per customer. It integrates an SIP solution for management of VoIP on a cable network to ensure optimum quality.

### → Bbox fibre TV set-top box



The embedded TV interface is Flash-based for unparalleled fluidity and an unrivalled user experience. The box is equipped with an integrated hard disk for recording of TV programmes in HD format.

Multiple direct access buttons and the Bbox fibre remote control unit enable easy navigation between the top-level services (VOD, M@TV, recording and time shifting, etc.).

The Bbox fibre TV set-top box is optimized for simultaneous decoding of multiple high-definition video streams (100% MPEG-4) and 3D streams.

A full range of interfaces lets customers connect a home cinema system: HDMI and digital audio output (optical and coax SPDIF connection).

Bouygues Telecom's strategy centres on providing market-leading support for customers and anticipating future needs. Bbox fibre is a concentrate of ongoing innovation, designed to integrate new features and services that are always matched precisely to customer needs and expectations.

## **About Bouygues Telecom**

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*Created in 1994, Bouygues Telecom has 10,514,000 mobile customers and 525,000 fixed-line customers. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services. Each day, the company's 9,000 employees develop solutions aligned with changing customers needs and deliver efficient support.*

*After pioneering the mobile talk plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: Millennium (1999) and neo (2006). Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router.*

*In 2009, Bouygues Telecom invented the "all-in-one" solution with ideo, the first quadruple play offer in the market—mobile and fixed plus TV and Internet.*

*In 2010, Bouygues Telecom launched ideo 24/24, a quadruple play offer including the first totally unlimited mobile call plan and Bbox fibre, its very-high-speed offer.*

*Bouygues Telecom's mobile network covers nearly 99% of the population. Its 3G+ network provides mobile Internet access for over 82% of the population.*

*Bouygues Telecom is the only operator to be awarded "NF Service Centre de Relation Client" certification from French certification body AFAQ AFNOR for all its consumer activities (mobile and fixed). The company has also been ranked No. 1 in Customer Relations\* in the mobile phone sector for the fourth year running. Customer relations centres, a distribution network of 610 Club Bouygues Telecom stores, and a website available 24/7 combine to ensure optimum customer service.*

*\*BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2010)*

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## Appendix: Bbox Fibre technical specifications

### Modem specifications

PROCESSOR & MEMORY	500MHz 32-bit MIPS-based host processor
	RAM: 128 MB
	Flash: 32 MB
DOCSIS BOARD	Certified EuroDocsis 2.0 and 3.0, capable of operating under US Docsis
	Docsis BCM 3380 Chipset
	Cable Flash module: 4 MB
	Cable RAM module: 32 MB
CABLE DEMODULATOR	Demodulator DVB-C
	QAM 16, 32, 64, 128, 256
ETHERNET	4 RJ45 connectors
	10/100/1000BT
	Full/Half mode
NETWORK	IPv4 (support for IPv6 dual stack after firmware upgrade)
	DNS (rfc 1034)
	DHCP (rfc 2131, 2132) LAN server
	NTP (rfc 1305), SNTP (rfc 4330)
TR069	TR-069 CPE WAN Management Protocol v1.1 – Issue 1 Amendment 2
	TR-098 Internet Gateway Device Data Model for TR-069 Issue 1 Amendment 2 - September 2008
	TR-111, December 2005 version
FXS	1 RJ11 connector
USB	2 USB 2.0 High Speed host controllers
VoIP	Simultaneous calls
	G.711 A law
	G.711 Mu Law
	G.729 (and/or G.729A)
WiFi b/g/n	802.11 b/g/n 2.4 GHz
	2 internal antennas
	WiFi on/off and Easy Pairing (wps) button
SHARING	DLNA UPnP AV Media Server 1.5
	samba (LAN file sharing)
	LPD printer sharing
LEDs	Led ON/OFF button (3 modes)
	Different LEDs indicate service status (including voicemail), and interface status
NAT	NAT rules

## Set-top box specifications

PROCESSOR & MEMORY	450MHz, 800 Mips processor
	RAM: 256 MB
	Flash: 32 MB
DOCSIS BOARD	1 DOCSIS 2.0 dual-mode modem (Euro/US Docsis)
CABLE DEMODULATOR	DVB-C demodulator
	QAM 16, 32, 64, 128, 256
ETHERNET 10/100BT	IEEE 802.3/802.3u
	10/100 base T
	Auto-negotiation 10/100, Full/Half duplex
VIDEO DECODING	MPEG-2
	MPEG-4 Part 10 / H.264
AUDIO DECODING	MPEG-1 / MPEG-2 layer I/II
	MP3
	AAC/HE-AAC Downmix
	DOLBY Digital (AC3)
RESOLUTION/FORMAT	DOLBY Digital (AC3+)
	HD: 720P/1080i - ratio 16:9
HARD DISK	SD: 576i - ratio: 4:3 and 16:9
	One 2.5-inch 160 GB hard disk
DISPLAY	LCD
ACCESS CONTROL	Nagravision Merlin 7, Micro SIM card
CABLE INPUT/OUTPUT	1 coax input
	1 output (Loop through)
	2 cable tuners
	Frequency: 47-862 MHz
VIDEO OUTPUTS	HDMI 1.3 with HDCP
	PERITEL (SCART) TV connector: RGB, CVBS, Audio R/L
	PERITEL (SCART) VCR connector: CVBS,Y/C, Audio R/L
AUDIO OUTPUT	OPTICAL S/PDIF
	COAX S/PDIF
	RCA ANALOG OUTPUTS
DATA OUTPUTS	1 USB on front panel
	1 USB on back panel
	1 Ethernet port