

Media Release



Webraska signs multi-million Euro contract with the Orange Group for delivery of Location Based Services across Europe

Webraska's portfolio of LBS applications and LBS middleware selected by Orange

Paris, France & London, UK -October 7, 2002

Webraska, the worldwide provider of location-based services (LBS) and enabling platforms, announces today that Orange, one of the world's largest mobile operators, has chosen Webraska's portfolio of LBS applications and SmartZone middleware platforms for the deployment of location-based services to Orange operating companies across Europe.

Orange will offer its customers access to a broad range of compelling, easy to use, multi-language location-based services over all major interfaces (WAP, SMS, MMS, Web). The services will allow Orange customers to find friends, their nearest restaurant (and other points of interest) and access directions by foot and by car. Integrated messaging and access to shared folders enables customers to share this information with their community of friends and colleagues, stimulating "viral" adoption of the services.

"Location-based services are a key element of the Orange strategy for driving revenue growth in value added services," said Richard Brennan, Executive Vice President of OrangeWorld. "We have selected Webraska for the breadth of their offering, the strength of their underlying technologies and their unrivalled track record in the provision and deployment of LBS services".

"Orange is one of the most powerful brand in mobile telephony in the world today, and we are extremely proud to work with them", says Jean-Michel Durocher, CEO of Webraska. "We are looking forward to helping Orange location-enable mobile applications, increase usage and simplify user experience. The first to offer true location-base services in the United Kingdom, Orange has demonstrated time-and-again their ability to drive market growth through innovation."

Under the terms of this three-and-a-half year agreement,

Webraska will provide:

- Its range of innovative, trend setting, easy to use LBS applications that help people find their friends, the nearest gas station, or Thai restaurant. Webraska applications include Finder Applications, Navigation Applications and Community Applications.
- The SmartZone Application Platform™ for developing, deploying and managing LBS applications and their required content. The platform's main features include:
 - Application development framework.
 - Context server, enables multiple applications to share user profile, preferences and history and to provide context-driven action menus
 - Multi-language, multi-country, multi-interfaces. Deployed across the Orange group, Webraska SmartZone LBS platform will allow a French customer to use the service in French in England, for example, as well as to access the same application across different interfaces such as Web, SMS, MMS or WAP;
 - Safety and privacy: Tools to securely manage and maintain subscribers' usage information, allowing subscribers to block access to their location information and create and manage their own lists of friends or colleagues.
 - Personalization: for example, users can save addresses to MyPlaces and retrieve them in any application.
 - Content integration: to easily integrate and manage static and dynamic content from multiple sources.
- The powerful SmartZone Geospatial Platform™, with features such as:
 - Generation of clear, attractive and informative black & white and color maps adapted to screen size, resolution and color depth;
 - Door-to-door optimized driving directions across a city, a country or Europe;
 - Enhanced spatial searching (ESS) capabilities to find the nearest points of interested based on actual driving time;
 - Intelligent international address matching coupled with patented location entry features to easily find any location;
 - Batch geocoding
- Access to third party applications.

These new location-based services will be launched by Orange in the UK and France in early 2003, and gradually extended to other countries across Europe.

About Webraska

Webraska provides the advanced software solutions required to develop, integrate and deploy location-based services. Webraska's carrier-grade offering includes the SmartZone™ Geospatial Platform, the SmartZone™ LBS Application Platform, the patented and award-winning car navigation

solution, IbdN® Lite, and over 30 other ready-to-deploy market-proven applications such as maps and directions, traffic alerts, yellow pages, BuddyFinder and m-Vite. Webraska has headquarters in the Silicon Valley and in France, and offices around the world. The company currently powers the LBS offering of service providers in four continents, including Shell Mobile, E-Plus, Sensis (Australia), Orange, Telecom Italia Mobile, and 02, and has partnerships with leading technology providers including Ericsson, IBM, Nortel and Openwave.

For more information visit: www.webraska.com

About Orange

Notes

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Editors

Orange and **wirefree** are trademarks of Orange pcs. The Orange group is one of the world's largest mobile communications companies, with over 40 million customers in 21 countries across Europe and beyond. It provides a broad range of personal communications services, including Orange GSM1800 services and other digital cellular telephone services. The Orange brand operates in the **UK, France, Switzerland, Romania, Denmark, Slovakia, Thailand, the Ivory Coast, the Dominican Republic** and the **Cameroon**. The Orange group also has controlled operations in **Belgium** (Mobistar), **the Netherlands** (Dutchtone), **Botswana** (Vista Cellular) and **Madagascar** (SMM) and intends to launch Orange UMTS operations in **Sweden** and **Luxembourg**. The Orange group has a joint controlling interest in **Egypt** (MobiNil) and minority interests in **Italy** (Wind), **Portugal** (Optimus), **Austria** (Connect Austria) and **Mumbai/India** (BPL Mobile). As at the end of June 2002, Orange was the largest mobile operator in both the UK - with over 12.8 million active customers - and France - with over 18.6 million customers. Information about Orange can be found on the Orange website at www.orange.com

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