



Orange**World**



Orange**World**



Orange world - where you are..... anywhere™

Orange world is our commitment to a truly connected world. Its the future of communication. It connects you with the world around you. More importantly, it provides a community response to world needs, helping you to find people and products locally. As the saying goes we think global, but act local.

## What's in Orange world ?



Orange world is made up of six key parts.

**o**central is a global information store that is kept up to date continuously. Orange form partnerships with the best knowledge providers to keep you informed.

**o**friend is the hardware that Orange provide so you can access Orange world anywhere. Its your 'digital wallet that fits in your pocket' and helps you to communicate with friends and colleagues, find and store information and it even does away with paper money!..

**o**me is your personal slice of Orange central. It's the electronic version of the stuff you normally keep in your bag.

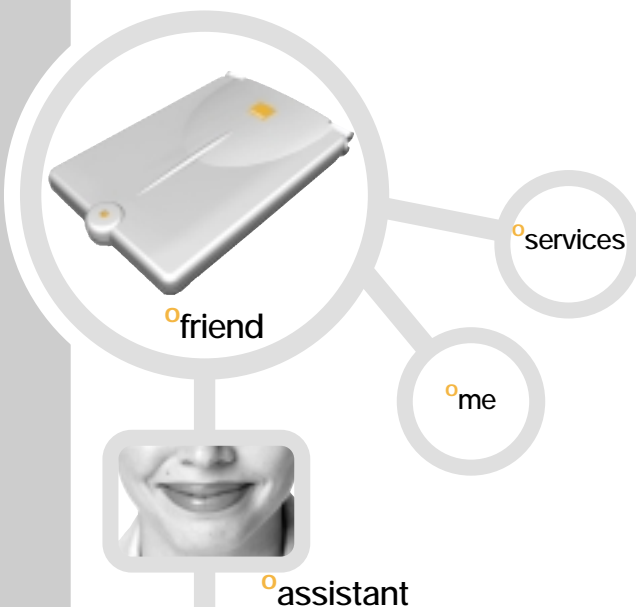
**o**service is your access point to Orange services around the world. Services are organised around the way you live your life. Some are just what you need at home, others are perfect for work. Where ever you are, use Orange street to find out what's happening right here, right now!

**o**community is all pervasive and you'll find community options throughout Orange world. Orange community helps you to connect with people around you. Orange community puts the people and the planet first together. Look out for the green markers that let you know about community affairs and add your own comments too.

**o**community is all about you!

Does it all sound a bit complicated? Don't worry, you'll be fine, but in the meantime Orange assistant is here to help.

Orange assistant is your own personal helper. You can talk to assistant or use simple touch sensitive controls to find just about anything you need



Orange World

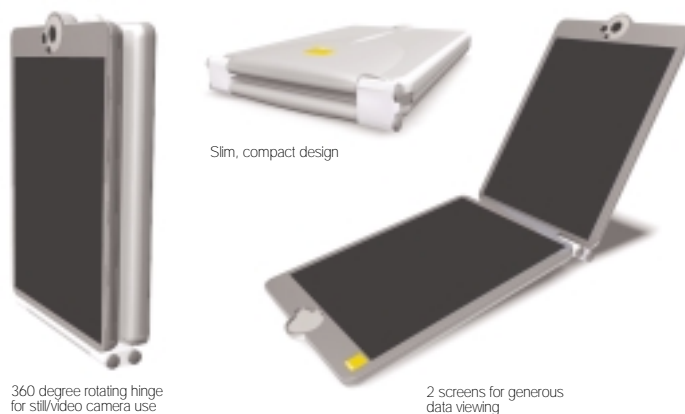
## central

Orange central stores all your information in a safe and secure environment away from prying eyes. central is like your high street. Its where you meet !



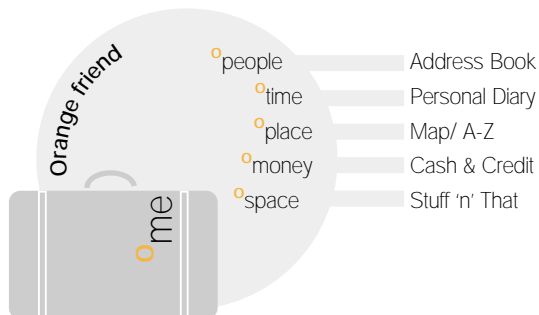
## friend

About the size of a wallet, friend provides 2 crisp colour screens for viewing information. Tap on the screens or chat via the bluetooth ear/microphone unit; it's easy to use & light in your pocket !



## me

All the useful items you normally carry around in your bag - wallet, personal diary, address book, a map or a-z, and of course lots of other little bits & bats



## services

Orange services are organised the way we live our lives. We go to the high street for groceries & to visit the bank; enjoy music in the comfort of our own home; arrange meetings & create presentations at work. Of course you can always create your own categories as you personalise your Orange friend.



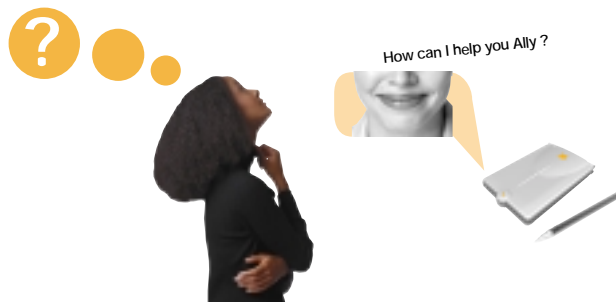
## community

Partnerships are arranged with local institutions to provide community resources. Partnerships reinforce communities and provide local products & services to local people. community information forms an integral part of the services, allowing users to instantly access guides, events, market places & attractions



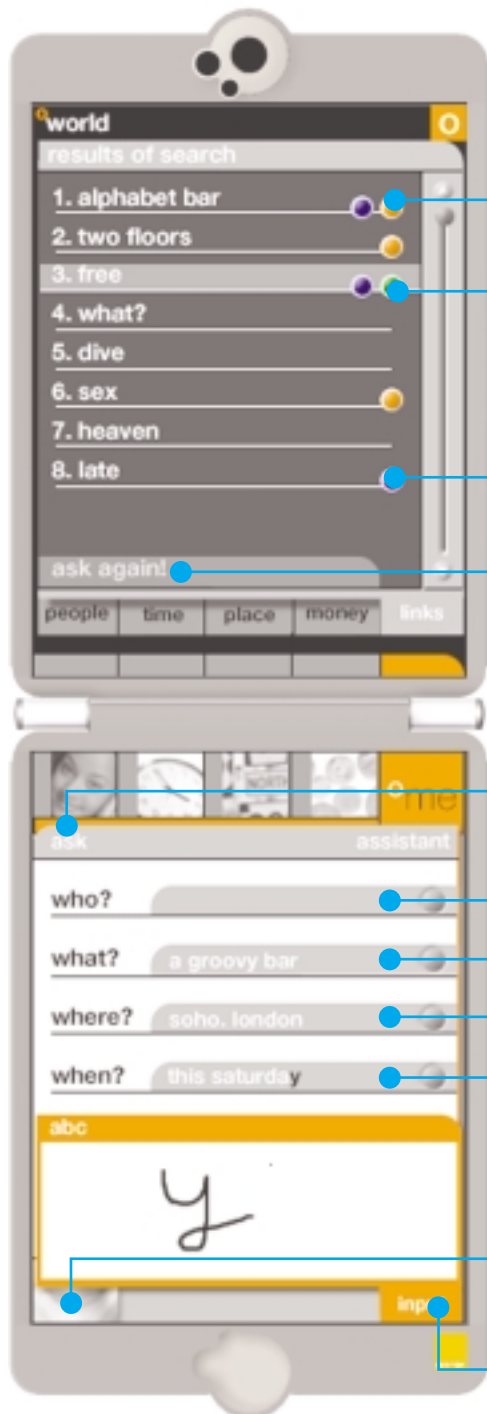
## assistant

Having trouble with something ? Orange assistant can help ! Assistant is your personal helper for all kinds of things related to your friend. Ask for details of the nearest snooker hall or call up your favourite friend for a coffee. Assistant learns about you as you use your friend, providing suggestions for all kinds of things that will make your life better.



# Orange Assistant answers your questions and helps you to organise your life. Just ask for help!

Assistant updates your diary and address book with new people and events. If a friend calls, then assistant can put the call in your diary and their details in your address book. If you like 'de la soul', Orange can put de la soul concerts in your diary - under 'favourite events'. Orange assistant knows that you only go to local events, so it limits your events to local places. Assistant shows you how to get there too (just choose your mode of transport for easy directions). If you're meeting a friend in town, your assistant can even help you find them in a busy street.



An orange tab means its a top recommendation and you get a discount

A green tab means its recommended by Orange community

A blue tab means its recommended by a friend

Not enough choice? too random? Just ask again.

Just 'ask!' or hit the button and assistant will search your personal preferences and find what you want. If you haven't given enough detail, assistant can either predict what you meant or ask you for more specific details.

Say or tap in the name or click on the icon to access <sup>o</sup>people

Say or tap in what you want or click on the icon to access yellow pages

Say or tap in where you want to look or click on the icon to access <sup>o</sup>map  
The default is here!

Say or tap in the time or click on the icon to access <sup>o</sup>time  
The default is now!

Button to access Orange assistant

Tap on the scribble pad icon, so you can write in the boxes using 'graffiti'



Ask Assistant for Help

## Who is the Orange assistant exactly !?!

Orange assistant is your guide to the future!

Orange assistant recognises voice, touch and written commands and helps you to deal with your life at whatever pace you live it - easy or hectic.

Assistant is an idea come of age.

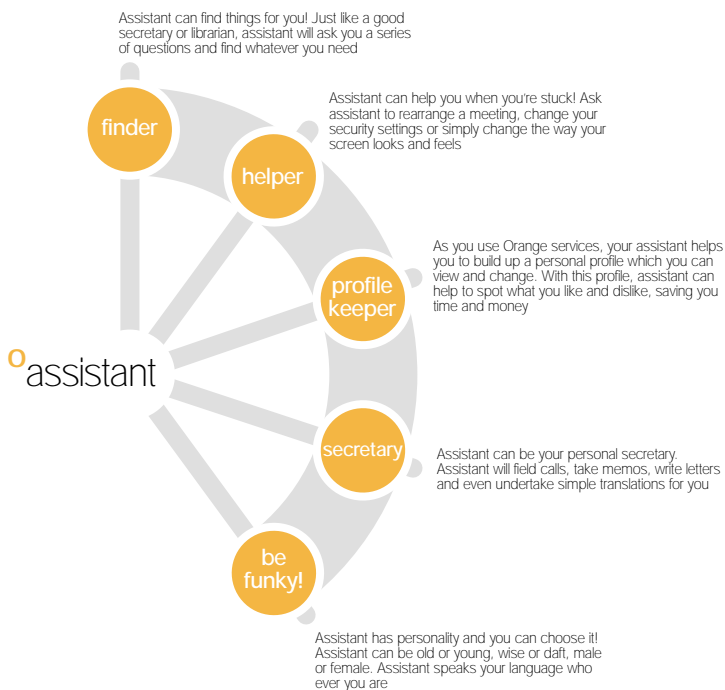
Its electronic, but personable.  
Its in the background and you're always in control.

Use it or abuse it - its really up to you.

Assistant tracks calls and searches but all the data it collects is for your eyes only. Orange provide assistant for free and you can use it how you want.

To access assistant just ask for help or tap on the assistant button on the screen.

## What can assistant do?



## Helper

Buy the product, open the box, throw away the instructions. Sound familiar? As there is nothing more off-putting than a weighty user manual, Orange assistant provides all the help you need. Simply talk or type. On screen help for all Orange services and Orange friend core functions is easily explained using animated movies & step by step video instructions



## Where is it ?

Nearest ATM ? Ask assistant.

Who ?  
 What ? Cash Point  
 Where ? Here  
 When ? Now

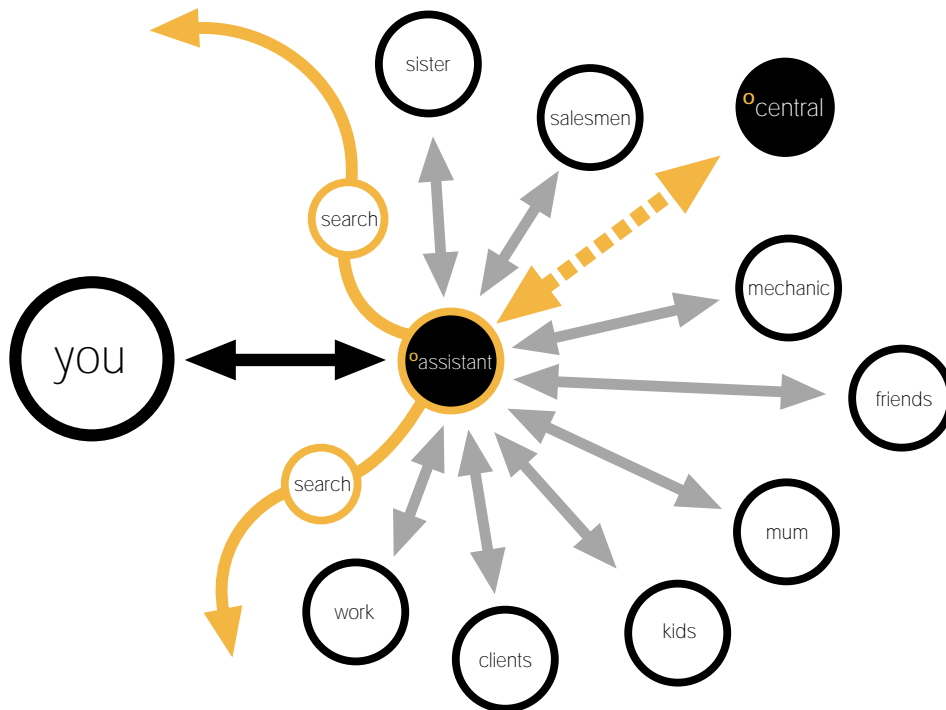
ASK



Nearest found cash machines are displayed as part of Orange place, showing a map centred on your immediate location with direction indicator.

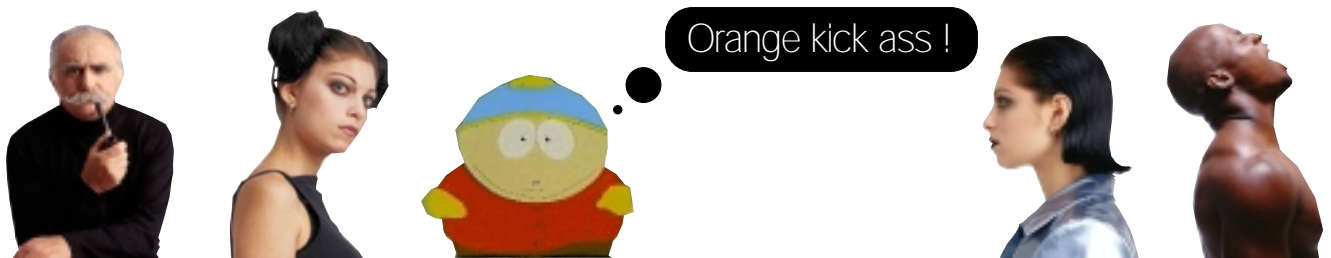
## The assistant map...

Assistant deals with all your day to day stuff. Assistant reminds you its your mum's birthday and can even find and order some flowers. Assistant searches for information in Orange World. Assistant stores all you stuff at <sup>o</sup>central, safe and secure and away from prying eyes. Assistant can deal with work and play. And of course, assistant is always under your control.



## Assistant is funky

We're all different and thank god for that! Assistant is too. Assistant personality profiles are growing all the time. Assistant can be man, woman or a figment of your imagination. Assistant can be silent or nosey. Assistant speaks your language and in the future will help you to communicate with everyone with its growing translation abilities. Assistant can follow your own biorhythm - quick and efficient at work and slow and gentle at the weekend. Kids will love Eric Cartman (and so do half our office!).






## Profile Keeper

By recording which services you use on a regular basis, Assistant builds a customer profile of your favourite things. You can check on your current Orange profile to see if it fits your expectation.


Si, here's your current personal profile for the following services as of 28/3/03



**music**


Favourites :  
Ryuichi Sakamoto  
David Sylvian  
Japan

Categories :  
80's New Romantics  
Soundtracks



**game**

Favourites :  
Colin McRae Rally  
Touring Car TOCA2  
Harrier Eagle One  
Ace Combat 2



Categories :  
Driving Games  
Flight Simulations  
Codemasters

Profile information is used to provide you with suggestions, new products & services, related subjects etc

### video

Categories :  
Spike Lee  
Peter Greenaway  
John Hughes

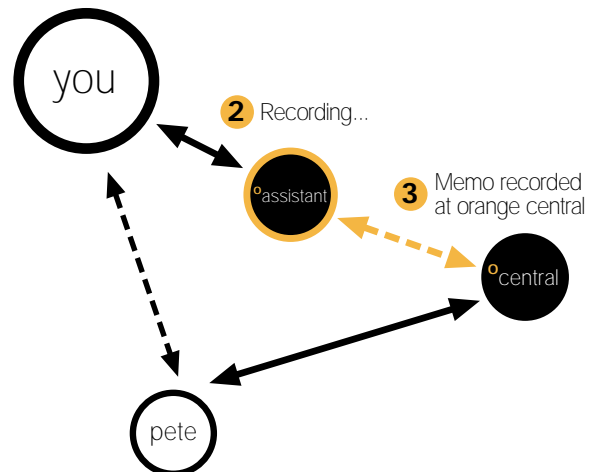


Si, you may be interested in this !

## Need a secretary?

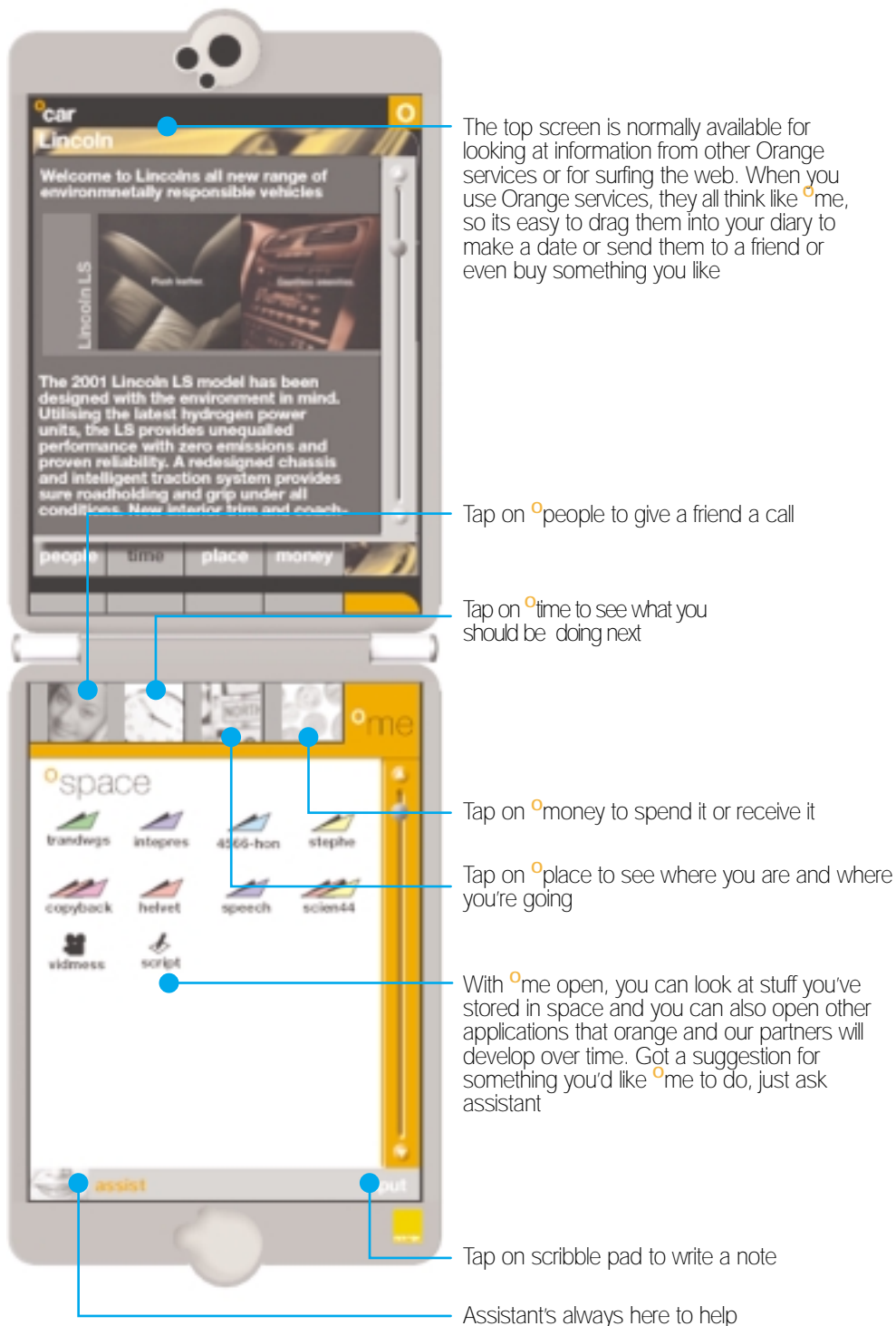
Orange assistant can do your typing. Just talk! To start with Orange assistant takes dictation and passes the typing on to a pair of human hands (and you can speak to them directly if you have any queries or special requests). In the future, typing and translation work will be carried out electronically, allowing people to do more interesting things instead (admit it, even typing up your own notes is dull!)

- 1 Hi assistant!  
take a memo please.



- 4 Pete works from home in the morning and looks after his kids

What's in your bag right now? Your address book - for friends and work. A diary - to organise your life. A map - for when your lost. Some spare cash - for a beer or a dress or whatever. Then some space for the rest of your stuff. Orange me holds all these things and more besides. A map of your town - the whole world too. Addresses, phone numbers - the whole yellow pages too. A diary - with alarms, what's on today and tomorrow and next week. Some space to keep bits and pieces you've picked up over time.



## What can ome do for you ?

ome is all the stuff you carry around day to day. Its your address book, your phone, your digital wallet, maps and a diary to organise yourself too.

With Orange me in your pocket you'll never get lost, be late, miss a date or forget someone's phone number (never again will you be able to say, "sorry mate I lost your phone number!")

You can change the look and feel of ome to suit your life. Put a picture of your loved one or favourite friend on the people button; change the face of the clock to digital or 'TAG' time; Place becomes a little map of where you are now; money shows the fluctuations of you bank account details (or maybe just a sunflower)



All the ome functions are instantly available on screen with nice big buttons so you can just press with your finger.

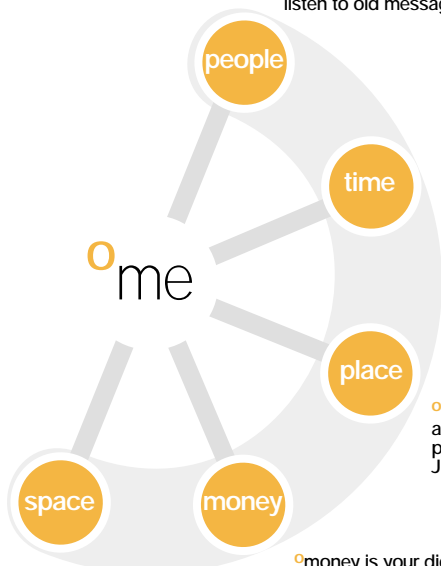
"Tristan Stouts address?"



Of course you can always leave your ofriend in your pocket and find out stuff by asking the Orange assistant

## me map

me people is your address book and a place to access worldwide yellow and white pages. You can contact people by tapping on their picture and you can read or listen to old messages just by looking in their diary



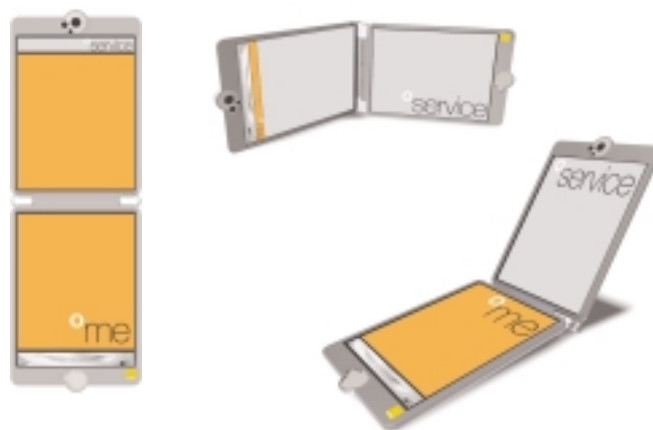
me time tells you the time now, wherever you are. With the help of your assistant, orange time arranges your diary the way you want it. It separates work from play and has layers for all the things you need to know, even the time of the next match between Leeds Utd and Arsenal.

me place gives you a map of where you are now. And you can even highlight particular places with twinkling stars. Just ask Assistant.

me money is your digital wallet. Keep track of your expenses and record all your transactions automatically without the need for paper, pen or banks.

me space is the place to leave bits and pieces that you don't know what to do with. Info about the charity you'd like to help or the price of that new camera you'd like to buy...one

## Making more space for me or thee



me, Orange services and assistant can all be seen at once. But if you need more space, then you can roll me up or down. Keep assistant on hand all the time. you never know when you might need a hand...

## me is like your bag

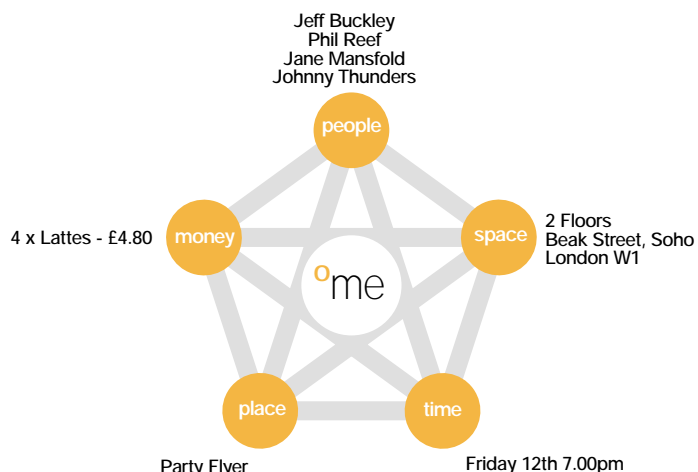
It's like your bag has been washed by your mother at the wrong temperature..... It's shrunk ! Just as well really as there's nothing worse than fumbling around in your bag for your a-z while trying to call a friend who's number you can't remember but it's somewhere in your address book.....



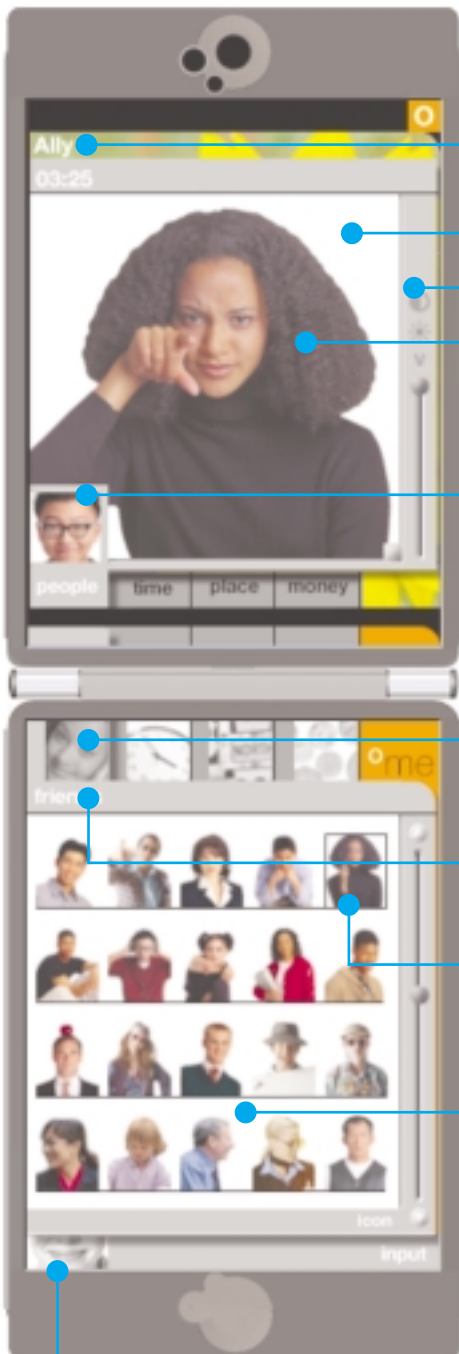
In here  
Address Book  
Personal Diary  
Map/A-Z  
Wallet & Cash  
Stuff 'n' that

## Everything in me talks to each other!

Everything in me lets every one else know what its doing. If Ed calls you about a meeting me time keeps a note of when he called. If you buy a dress with me money, me time remembers when and me place remembers where. We haven't thought of all the possibilities yet, but say you can remember where you were but can't remember when, then me can help you find out....



Orange people helps you to stay in touch wherever you are. <sup>o</sup>people is like your address book, except it stays clean and tidy and can never be lost (you keep an identical copy of it in your own 'bank vault' at Orange central). But <sup>o</sup>people is far more than an address book. Use it to make video calls, send mail or voice messages and you can even send the message in plain old fashioned handwriting (thank god for that!).



Callers name and personal details

Video image of caller

Brightness / contrast

Option to maximise callers image can be made by double clicking on image

Image of how your seen is being received so that you can adjust accordingly

Tap on your favourite person to access people

Tap on bar to choose view options

Tap on Ally to see her details. Tap twice to call her straight away

<sup>o</sup>people still visible below, so you can make a conference call or look up other information without interruption

Or just ask Assistant to call Ally for you!

## What can <sup>o</sup>people do for you ?

Use <sup>o</sup>people to talk, see, write or find.

Tap on a person to get their details, then choose how you'd like to get in touch.

### Just talk

Sometimes talking is all you need (particularly if you've just got out of the shower). With the remote <sup>o</sup>hearsay (a combined microphone and earpiece) you can speak to friends without carrying your <sup>o</sup>friend and assistant will help you to call them and make arrangements hands-free.

### See

Sometimes pictures tell a thousand words. With its inbuilt camera, you can see who you're talking to wherever you are. And you can synchronise images so everyone can see the same picture at once.

### Write

Just want to send some information, an image or a maybe a news article? No problem! Just drag the information onto the recipients face or name and assistant will do the rest.

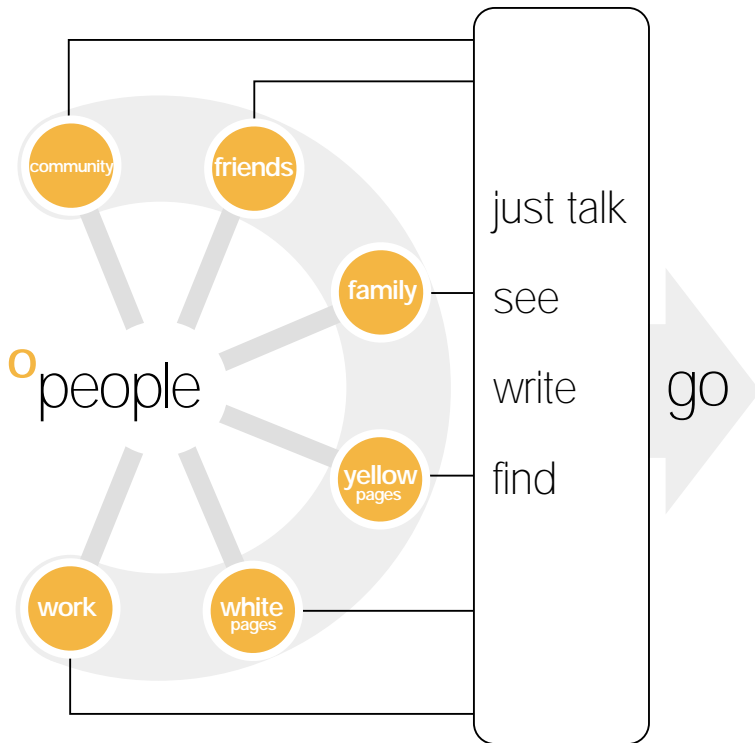
### Find

Tap on find to show you where they are. A shop stays still (of course), but assistant will locate the closest one to you now. People move around but, if they give you access, you can find out where they are.



<sup>o</sup>hearsay enables you to get on with your life, wirefree!

people map



Flyer by night (or by day)

Search for other people tapping on name

Change the picture by tapping

For a short cut:-  
 Just Talk here!  
 Video Talk here!  
 Write Ally a message  
 Find where Ally is

Detailed info about Ally's contact options

Access to Ally's diary (if she gives it to you!)

Where Ally is now (if she wants you to know!)

Money option greyed out unless person or place has appropriate financial details

Tap here to move card into 'me' and double click to minimise flyer

people is more than an address book



Tap here to change search from local to national or global. The default is local to where you are now.

Tap here to change between the main people areas; friends, family, work etc.

In yellow pages, search by name or product or service. Ask Assistant to help you pinpoint the right info.

“LOOKING FOR WEDDING SUPPLIES IN EAST LONDON - HERE ARE A FEW OPTIONS!”

Circles with different colours show companies with Orange recommendation, a friend's recommendation, or are part of your local community!



people is split into up into categories. To change between them simply click on the word 'people'. A menu will drop down like the one above!

Orange time tells you the time now, wherever you are. With the help of your assistant, Orange time arranges your diary the way you want it. It separates work from play and has layers for all the things you need to know. Look at work time for meetings and schedules, travel time for your bus and train timetables, or home time for seeing when the kids have to be picked up from Karate practice.



You've just clicked on a flyer that was in your diary, and it has now appeared in the upper screen for you to see in more detail. It's for a meeting on Friday 31st March

The flyer's open on people, and shows who is going to be at the meeting. You can ring them just by tapping on their image

These buttons let you access more info about the meeting (who's coming, when it is, where it is and how much it's going to cost)

Here's how you get into time. Just tap on the clock face!

Drag here to scroll through time

Tap on a flyer to see the detail. Colour coded to help you see at a glance

Need to write. Just tap on the scribble pad

Need some help. Just ask assistant!

## What can time do for you ?

time helps you to organise your life. To arrange a date or make a meeting drag pictures of your friends or colleagues onto time and assistant will ask you when you'd like to make the meeting. Drag an place onto the meeting to let everyone know where you'd like to meet up. Then let assistant ring around to see if everyone's free!

When you have a meeting coming up, time will let you know in advance and even find the best way of getting there. If you need to change a meeting, just drag it to a different time and assistant will ring around to check it's still okay.

time doesn't just deal with work though. Make any of your Orange services a favourite and time will set up a diary for that too. If you like football then sport can make sure that time lets you know about future fixtures.



time can keep you up to date with your favourite team!

## o time map

o time tells you the time now, wherever you are. It's linked to the internet, so it will never miss a beat. And because it knows where you are, it'll always tell the right time ( leap days and British summer time too )



Assistant looks after your diary and contacts friends if you're busy to arrange meetings and dates

It's a clock jim,  
but not as we know it...



## Keeping in touch

o friend has two screens so you can look through your diary and maps while chatting with a mate. You can even synchronise screens, so you can look at the same information together. Just ask assistant!

Tap on the clock to see your diary

Tap on the category to choose view options

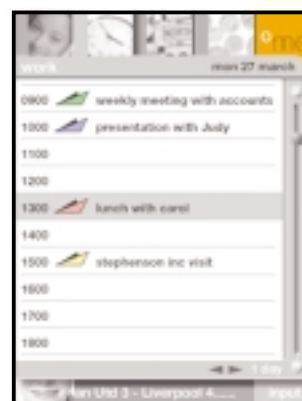
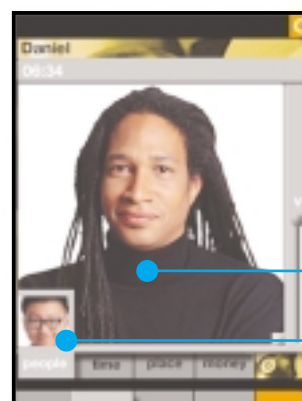
Tap on hour to see hour view

Tap on a flyer icon, to see details on the top screen

Scroll up and down here

Tap on here to see a day view, week view, fortnight view, month view etc

Scroll back and forward here



Wouldn't it be good if you had maps for where ever you are. And access to information about what's happening all around you. Orange place is here to help. Wherever you are, o place will give you a map of the town and show you where you are. And you can high-light particular places. Just ask assistant.



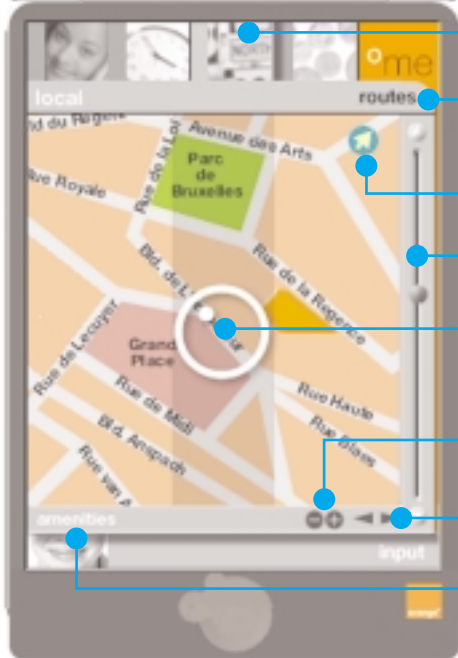
Option for exterior image of destination so that you know what you're looking for

Non animated map showing local area. Much more detail than map below

Indicator showing from which direction you are approaching. Useful for knowing which side of the road to be on

Information on local transport availability, times, distances from destination, and location

Indicates that museum flyer is open at place page



Tap on place to find where you are now

Tap here to see route options, for example quickest walk, picturesque walk, bus etc

Direction you need to be going for museum

Scroll up and down

Your direction is shown by your position in circle. The circle acts like the trail behind a boat

Fine zoom in/out

Scroll left and right

Local amenities

## What can o place do for you ?

o place has maps of every major city in the world, helping you to find out about where you are.

o place can locate people and places in your neighbourhood. Trying to find something or somebody? Just ask assistant.



You can change the scaling of the map to pinpoint the person to street level, or use 'national' to get a general country location

Use o community to find out more about your local neighbourhood. Add your own news too!

o place links to Orange travel to give you information on travel options locally and globally.

o place uses real time route finding software to help you get from A to B as quickly as you'd like.

o place links to Orange guide to find what's on and where to go.



## o place map



## Confused?

Don't worry, o place can help



## Lost on a bus in a foreign place ?

Don't worry, o place can help



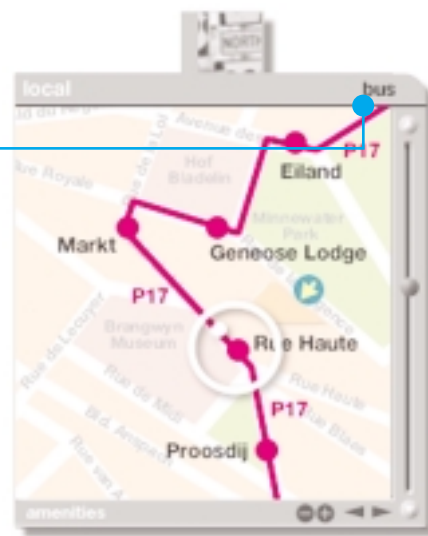
Your o friend uses in-built positioning, so o place can tell you when your bus stop is approaching. Especially useful when you travel abroad.

## Local, National, Global



o place shows routes used by public transport (trains, trams, buses). Alternatively you can cycle or walk using the ever increasing networks of cycle paths and footpaths

o place links with Orange travel to give you route maps and directions around the local neighbourhood or across the globe. Ask assistant for directions and traffic updates





money makes the world go round

Orange money is the secure alternative to cash or credit cards and, with Orange bank, it will help you to keep spending under control. Orange money is only accessible by your own voice and touch. Just draw an invisible shape or use thumb print identification to access your cash. Once confirmed, you'll be able to pay for goods electronically and the transaction is recorded automatically in your diary.

An end to searching for lost receipts! Orange money records all the details of your transactions in your diary, so you can find the shop where you bought the too-tight shoes and call them up to check on a refund.



Flyer from restaurant open at money page

To pay the bill, drag the flyer down onto money

Action options drop down menu. Choose from remote bill payments, overdraft enquiries, loan applications etc

Whatever bills are in the basket are subtracted from your account and the 'new balance' shown. The money isn't transferred until you tap on 'pay now', so you get a useful preview!

Tap on money to bring up bank or independent equivalent in upper screen, for when you need to speak to your bank urgently

Account options: ie current or credit account

## What can money do for you ?

money brings all your bank details to you, where ever you are. It's the ATM in your pocket. Although it can't provide you with hard currency, with its wireless credit transactions, you can still make purchases and the money is taken from your account, much like a debit card. Choose the account and money will do the rest.

money comes with a diary of transactions. Now you don't have to wait until the end of the month to find out where all your money has gone. Everything that goes in and comes out of your account is recorded. Not only does the diary record the figures, it has digital coded receipts, which can be used as proof of purchase.

money is always up to date and can show you standing orders and direct debits. Never again will you accidentally go overdrawn over a forgotten electricity bill after a boozy night out.

If funds are a little low, you can contact your bank directly, and either speak to your personal banker or automatically have an overdraft agreed (or unfortunately refused).

As for travelling abroad, there's no need to try and work out the exchange rate as money converts any transaction into the currency of your choice.

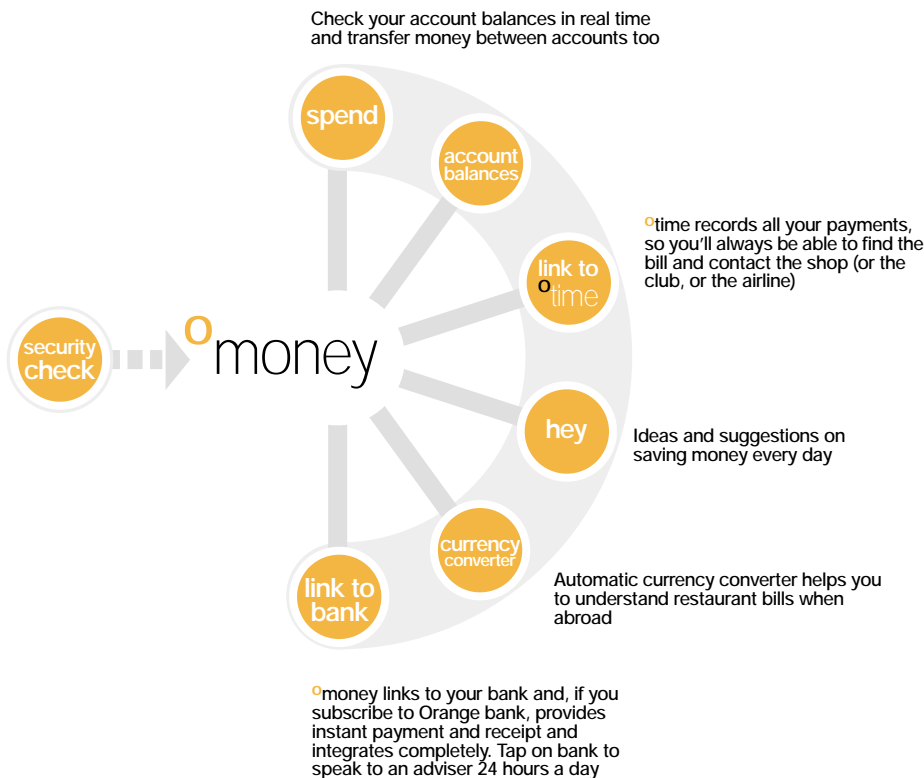
## Security assured



You have to provide a thumb print for identification, before you can enter money! Voice and digital signature are other security options.

money

## money map



## Lovely meal, but...



It's time to pay your way! The waiter sends the restaurant bill to your friend, you decide to pay using your current account and drag the bill down onto money and place in "pay now".

The payment request is sent to bank, debited automatically and confirmed on the waiter's handset. Transaction made in under a second!

APRIL 2000	DESCRIPTION	IN	OUT	BALANCE
10	CARRIED FORWARD	32.03	32.03	£ 32.03
10	SAINSBURY'S	32.03	32.03	£ 32.03
10	LINK	32.03	32.03	£ 32.03
10	CHAUNCEYS	32.03	32.03	£ 32.03
10	TFR 90610130703200	32.03	32.03	£ 32.03
10	LINK	32.03	32.03	£ 32.03
10	LINK	32.03	32.03	£ 32.03
10	TESCO	32.03	32.03	£ 32.03
10	WATERSTONE'S	32.03	32.03	£ 32.03
10	GAP	32.03	32.03	£ 32.03
10	MUJI	32.03	32.03	£ 32.03
10	LICA	32.03	32.03	£ 32.03
10	CARROL & BROWN	32.03	32.03	£ 32.03
10	LINK	32.03	32.03	£ 32.03
10	OLE RESTAURANT	32.03	32.03	£ 32.03
NEW ISA AVAILABLE TODAY...REDUCED RATE				

Tap on the date, to view detail

Tap on the money to see your account

Headline information changes depending on screen selection

Tap on description to see flyer of transaction including, detailed bill, location and contact information

Scroll up and down here

Ticker tape gives daily money info. Tap on info to see more detail

## Instant payment at the checkout

Your friend can automatically pay bills at the check-out or use the in-built bar code reader to pay as you shop and electronically clear the security tag on each item



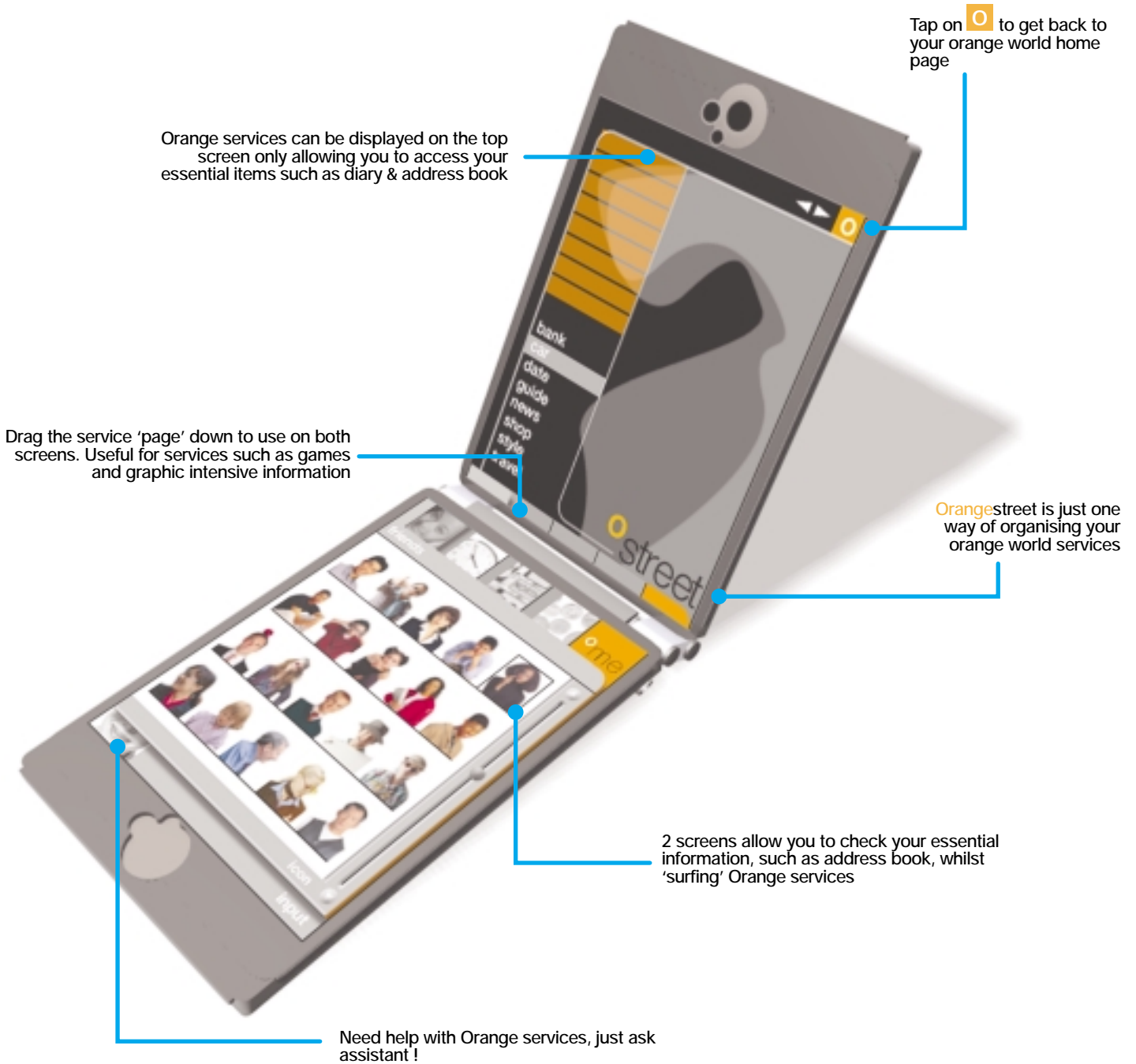


Orange**Services**



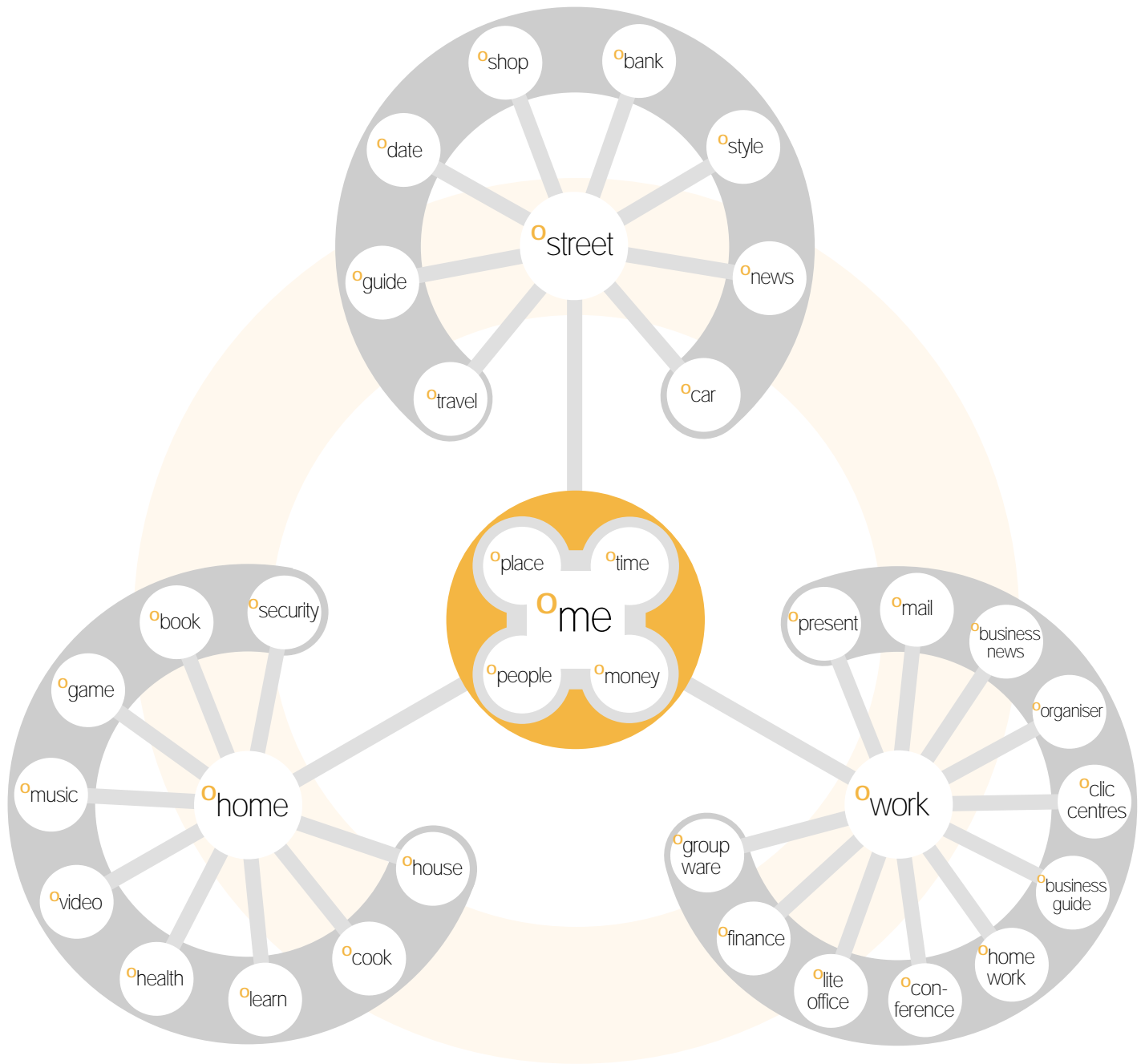
# services ...home, work and street wherever you are

services are organised to mirror our real life needs. Shop in the high street, cook at home, create a presentation at work. Orange services are designed around their customers needs. Simple, concise and easy to use, Orange services provide a refreshing change from the information overload of the world wide web. Welcome to services !



There's an Orange service for everything you need

Orange services work seamlessly with your Orange friend core functions. Drop details of a music concert into your diary (Orange music & Orange time), pay for a holiday with your Orange friend (Orange travel & Orange money), find the nearest cash machine when you're lost abroad (Orange guide & Orange place), play invaders with you best friend (Orange game & Orange people).





# Need some financial advice ? Go to <sup>o</sup>bank

Your <sup>o</sup>friend is more than a wallet, it gives you access to all of your financial services via Orange Bank. It will provide virtual cash and secure transactions using thumb print, voice or handwriting recognition which will eventually be acceptable in all shops around the world. And you can pay for all <sup>o</sup>services simply and securely.

HI ASSISTANT, CAN YOU RAISE MY OVERDRAFT FACILITY ?

YES, BUT IT WOULD BE CHEAPER TO EXTEND YOUR CREDIT CARD FACILITY..



Ask Assistant for Help



back to your orange service flyer

<sup>o</sup>bank services drop down menu

Tap to select a service

The <sup>o</sup>bank 'welcome' screen gives you all the choices you need for 'on-line' banking with Orange. Tap on the words & images for instant access to the services including video conferencing with your personal banker & financial assistants

Tap on people to talk to a customer rep

Tap on time to access your account and transaction details and your one-a-day financial tip guaranteed to save you money

Tap on money to spend ,borrow, save or invest it!

Tap on place to find local orange bank partners

Assistant is always there to help if you get into any problems

## What are the <sup>o</sup>services ?

On line banking provides a window in to your personal banking services from overdraft facilities to viewing savings, accounts etc.

3G technology will allow statements to be shown on screen in actual format, video conferencing with customer representatives, and viewing of new products and services provided by <sup>o</sup>bank

Thumb print recognition, pin / secure id will allow customers to 'virtually' sign forms where necessary.

Bank will be able to send all correspondence, info on products & services direct to your orange friend cutting major print and postage expenses and passing the benefits on to you.

## Potential Service Partners

### High Street Banks

High street banking institutions providing personal financial services. Telephone Banking.

e.g. HSBC, Barclays, Co-operative, Lloyds

### Online Banks

Interfaces and coded interaction, aswell as financial services.

e.g. First E, Citi Bank, Egg

### Credit Card Providers

Credit account information.

e.g. American Express, Barclay Card

### <sup>o</sup>community

Local Branches for face to face customer service available through your local post office branch





o<sup>3</sup>bank is more than a bank. Like all banks, it tracks your financial situation, but unlike others, it allows you to view the same information as your bank and provides you informed advice on how to minimise the financial costs of day to day life. Time gives you a one-a-day financial tip which is guaranteed to save you money.

## o<sup>3</sup>bank map



### Cash friend

Paying for items using your o<sup>3</sup>friend immediately debits your account and provides an electronic receipt for proof of purchase.



### Customer Security

A future cash-free society brings with it even more need for secure payments and transactions. Thumb print recognition is one way, but other options are being investigated continually.



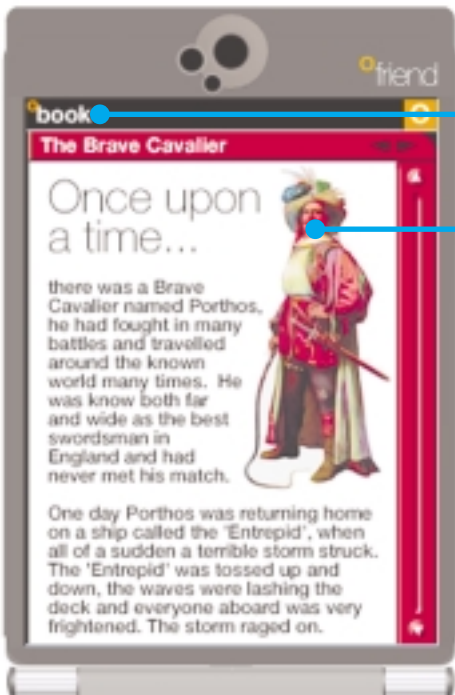
### Cash machines

Wirefree communication with modified cash machines would allow withdrawal of notes when required. Following security clearance, o<sup>3</sup>friend communicates with the 'hole in the wall'.

Looking for a 'good read' ? Check out o**book**, the British Library in your pocket - novels, non-fiction, childrens books, talking & animated books. All you need to keep you and the kids entertained and informed.

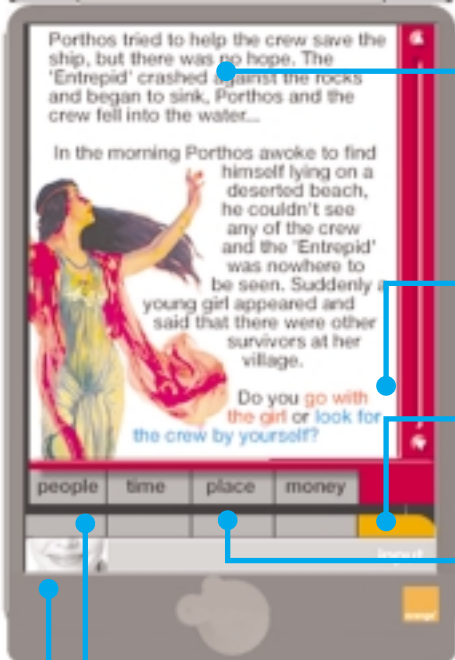
HI ASSISTANT, I'VE GOT A LONG JOURNEY AHEAD, ANY BOOK IDEAS ?

YES ALLY, A NEW MARK DICKENS NOVEL JUST OUT, TAKE A LOOK ?



Tap on book to see main options

Click on the images for animated fun !



Why not get Assistant to read it to you

It's an interactive book, you choose the story line !

Like the story? Drag it onto o**people** to send it to a friend

Some books have maps with extra information

Find out about the author and what other people think of the book

Assistant can read to you if you'd like, talking books without the tapes!



Ask Assistant for Help

## What are the o**services** ?

The o**book** library is organised like your favourite local library but with the added benefit that your choice is never out on loan.

Find the book that you want fast with the help of Assistant. See if you're interested with the time limited preview, then select the options to buy and store on your web site for easy download at any time.

Assistant recommends new titles and events based on your customer profile. Orange book brings you the best reviews from top critics, together with your personal orange rating. Customers can 'post' views at the book chat room to help you choose your next read.

Works great with school work too. No more shared books and ease of learning when synchronised with the teacher's orange friend.

Buy the real thing online through local bookshops or reserve a new release at your local library

## Potential Service Partners

### Major Publishing Houses

Publishers provide current & back catalogues available to browse before buying. New titles can take advantage of the Orange assistant for text to speech and streamed animation and film.

e.g. Random House, Dorling Kindersley, The Bookseller, Phaidon Press, Borders & Waterstones, Animation Houses, TV & Movie Makers

### o**community**

o**book** works in collaboration with friends and fellow readers, keeping you up to date with new titles and local reading groups. Order real books on the fly; after all there's no substitute for the real thing !

As new titles become available, o<sup>o</sup>book keeps you informed and provides independent reviews on your favourite author, subject or publisher. Recommend a book to a friend by dropping the flyer into your address book. Who knows, they may even thank you for it !



### What's new ?

Stuck on a train for 4 hours, or even just a short commute to work, you have a whole library of books at your disposal



### Tell me a bedtime story !

Help the kids to sleep with an animated book featuring Casper the friendly ghost. Interactive books educate the kids and makes learning fun.



o<sup>o</sup>book map



### Write your own book

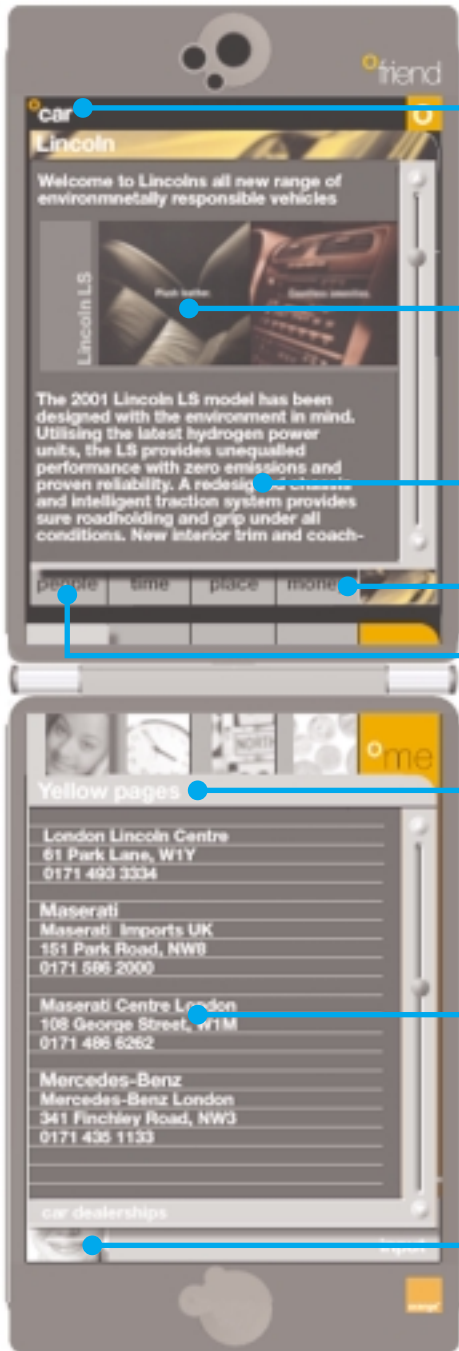
We've all got a story in us, What's yours ? Write your own and post it for other o<sup>o</sup>friend users in the o<sup>o</sup>book chat room.



# ocar looks after your major investment

ocar provides customers with an integrated vehicle purchase, customer and on-line maintenance service and car security. Keep up to date with motoring news and reviews; and say goodbye to the dodgy car salesman

ASSISTANT, CAN YOU FIND ME SOME DETAILS ON A LINCOLN LS  
SHALL I CHECK SOME PRICES WHILE YOU VIEW ?



ocar History tab

Video presentations of vehicles features

Independent reviews, useful facts & figures

Buy it here and now

Talk to a dealer

Look at the Yellow Pages in your 'people' section to get in contact with dealers in your community

Tap to contact - voice, mail, video, locate

You may need help, maybe not



Ask Assistant for Help

## What are the ocar services ?

ocar links you with your car in a seamless way. Your car may never break down again because assistant and ocar talk to each other and manage problems before they appear - as they say 'Planned Prevention Pays'

Look at car options through your friend; then arrange a test drive at your convenience.

Finance your purchase through obank and manage repairs and insurance automatically using the in-built maintenance and care programme.

ofriend keeps you informed about upgrades and your garage informed about your car's performance

## Potential Service Partners

### Major Manufacturers

Orange will work with major manufacturers to provide you car options that suit your needs. While major manufacturers will form a key component we will also support smaller companies who are offering innovative driving alternatives

e.g. Honda, Volkswagen, Ford, Saab

### ocommunity

Support your local community by linking your car into orange community. You'll be able to join local car-share schemes, keep in touch with fellow owners in your neighbourhood and link your car up to the local maintenance network.



The Orange friend interacts with your engine and vehicle management systems and updates on board software for efficiency and maintenance. New bluetooth sensors and actuators can be added without additional wiring and your car can be tracked remotely in case of theft.



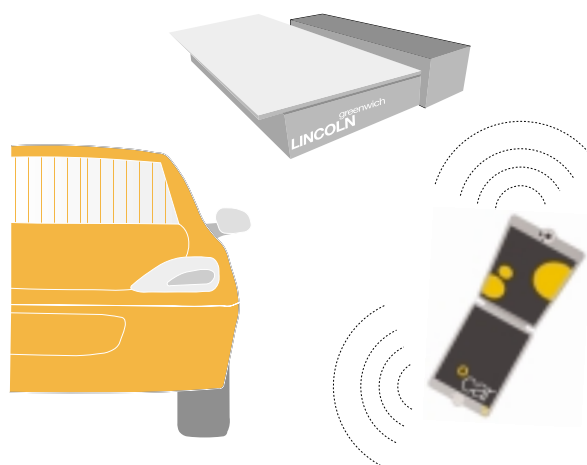
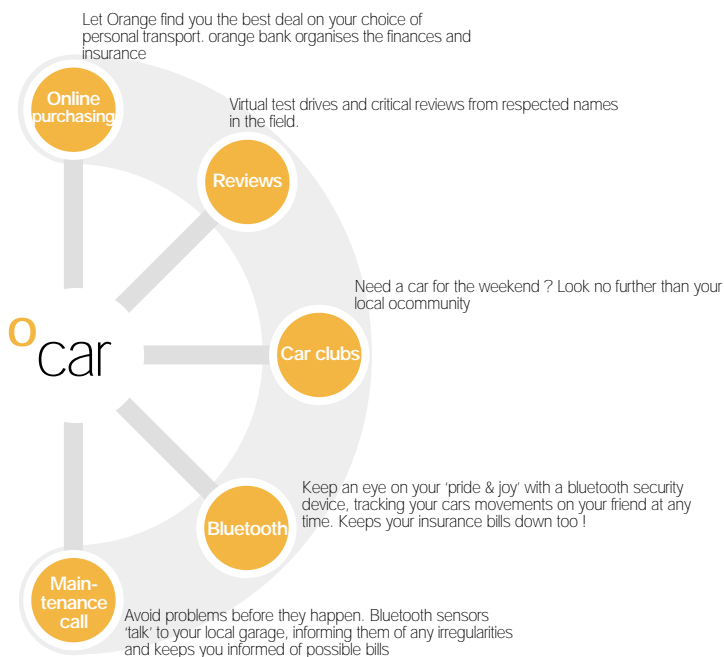
### Share & share alike !

With improved public transport, owning a car becomes less of a necessity. Find out about a local car club and share in a small fleet. Use your Orange friend to book a weekend or see what's available now



### Keeping you up to date

Orange car provides information from major manufacturers and independent specialists on improvements to customer's vehicles. Orange car can provide details of installations and arrange for local dealers to collect and deliver



### Keeping you on the go

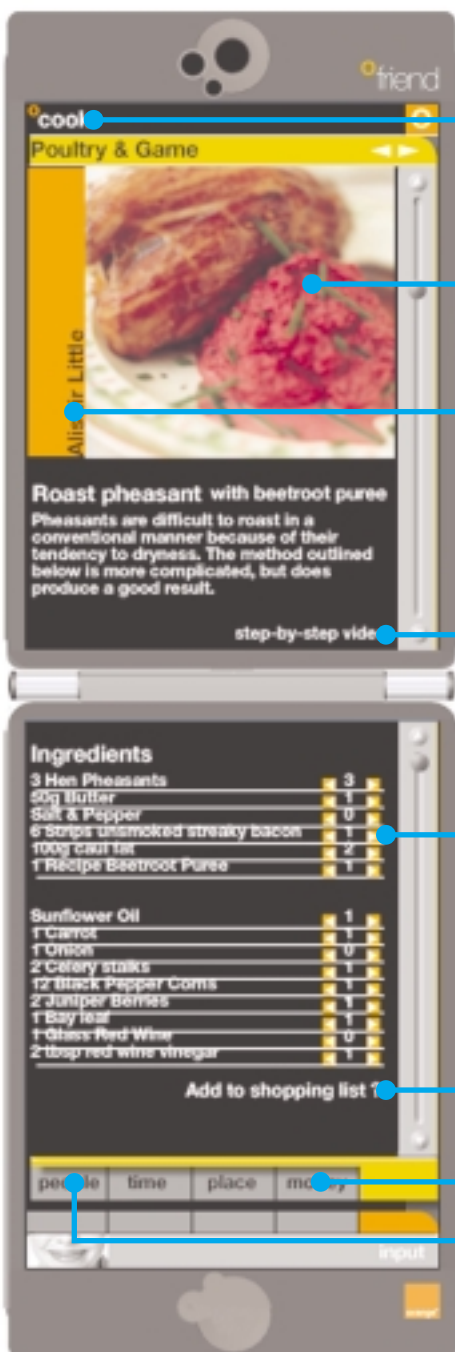
Wirefree communication links your car to the garage through your Orange friend. Just step into the car, ask for 'maintenance check' and a detailed analysis will happen while you drive.

Orange car map

Orange cook provides continually updated world menus, food and appliances based on healthy eating, good value and environmental responsibility. In conjunction with orange health, you can eat well and feel good!

HI COOK, I NEED A GOOD WINTER DISH FOR FOUR PEOPLE.

HI SI, SHALL WE LOOK AT SOME MENUS ?



°cook History. Click to return to main Cook screen

Click for similar dishes

Click for other Alistair Little recipes

Click for video instructions on how to produce the dish

Need the ingredients ? Orange cook provides you with options to add the items to your shopping list

Select to check your shopping basket

Buy the ingredients, get them delivered

More about Alistair Little



Ask Assistant for Help

## What are the °services ?

Listing of menus - Cuisine types from around the world provided by the service partners such as the association of caterers, local food groups and produce suppliers

Ordering of food - Linked to the location manager, listings are given of major supermarkets and local suppliers from the city guide. Local suppliers who are affiliated with Oranges' °community are networked to provide home delivery within a pre-defined region.

Partnerships reinforce communities and provide local products & services to local people.

## Potential Service Partners

### Large supermarkets

Major supermarket outlets provide home delivery based on current internet direct shopping. Customer accounts linked to °bank  
e.g. Tesco, Co-op, Waitrose

### Menu Service

Recipes supplied by Association of Caterers, food & drink suppliers, publishing houses  
e.g. Ebury Press

### Related Services

Nutritional information supplied by Association of Dieticians, Private health companies  
e.g. Nutritional Medicine, Royal Society of Physicians

### Appliance Manufacturers

New product releases, video help on appliances  
e.g. Smeg, Bosch, AEG

## °community

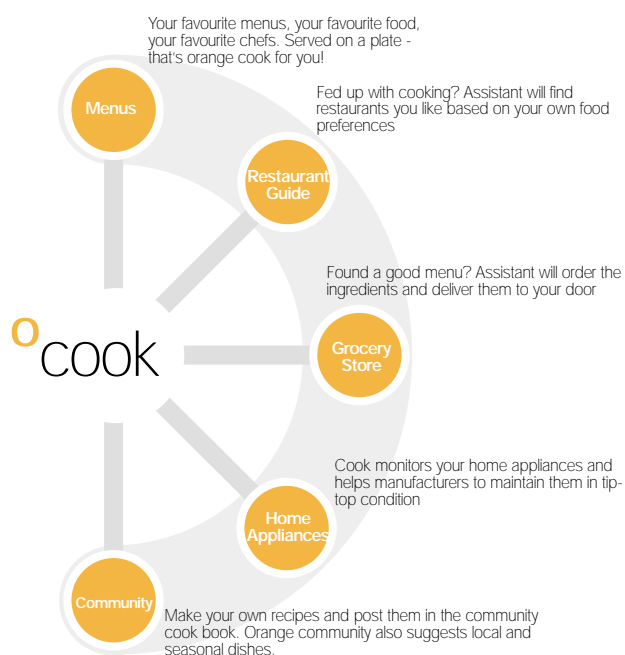
Local producers & suppliers, interest groups and user recommendations. Recipe ingredients from local stores.

Menus and partners are selected to meet brand values and goods can be delivered to home, work or wherever you are. Your profile can be stored and used to provide ideas and offers. Your kitchen contents can be monitored to help you with food selections and to enable fast, accurate basic grocery purchases on a regular basis.



## Home Screen

Home screens provide wide-vision access to Orange services utilising your assistant and touch sensitive technology (wipe-clean surfaces). <sup>o</sup>friend also links into your electronic appliances, connecting them directly to the manufacturer for service and upgrades. At home, Orange use wire services for ultra-high speed links when needed.

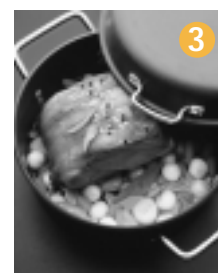


<sup>o</sup>cook map



## What's your favourite dish ?

When you're on the move, <sup>o</sup>cook can recommend restaurants based on your favourite recipes. In conjunction with <sup>o</sup>guide, Assistant gives positioning and directions, together with reservations for restaurants in unfamiliar places.



## How to Videos

Working in conjunction with <sup>o</sup>video, <sup>o</sup>cook provides options (where available) for streaming of step-by-step video guides. Featuring celebrity chefs, videos can be rented or purchased by customers for storage in personal web space and played back when required

<sup>o</sup>cook



# o date! I think i'm in love with my o friend !

Looking for Mr or Mrs Right ? Let o date put you in touch with the right person, arrange a time, location and how to make the date successful with hints & tips. There's even a wedding arrangement service if it all goes to plan

ASSISTANT, I THINK IT'S TIME TO FIND MRS SI

SI, I THINK I KNOW YOU WELL ENOUGH TO FIND YOU MRS RIGHT!



Make your own video messages with the integrated camera

Click the image for video introductions

Drag the 'Flyer' to your diary, put it in your 'little black book' category

Store the 'Flyer' for later view

Find out if you have any common friends

See if you have similar budgets!

Assistant can always find another date if the last one fell through



Ask Assistant for Help

## What are the o services ?

Orange date provides an introduction service for busy people who never seem to meet the right person. Customers provide details of the kind of person they're like to meet together with details about themselves.

Users can select from Local, National and Global partners, watch short video clips introducing themselves.

o date can arrange meeting times and locations and suggest hits for successful dates

Drop potential partners into the people section of your friend and create your own 'little black book'

## Potential Service Partners

### Introduction Agencies

o date notifies you when new potential partners sign up for the dating service, based on your preferences e.g. Dateline, Time Out Personals, Guardian Lonely Hearts

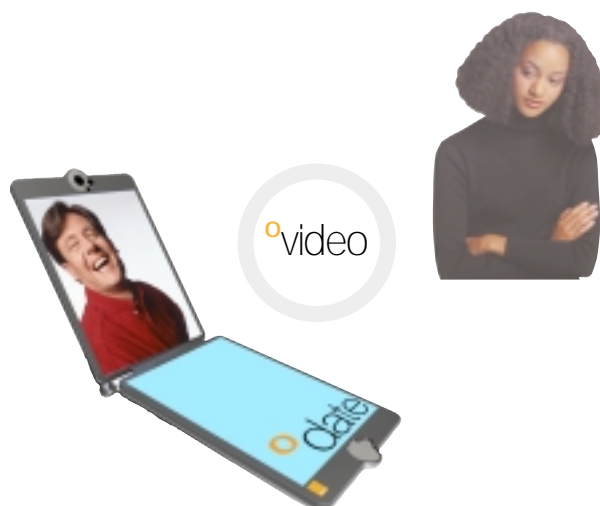
### o community

Maybe the love of your life lives next door. o community dating services allows you to meet people in your local area. How else can you get to know that cocktail waiter!



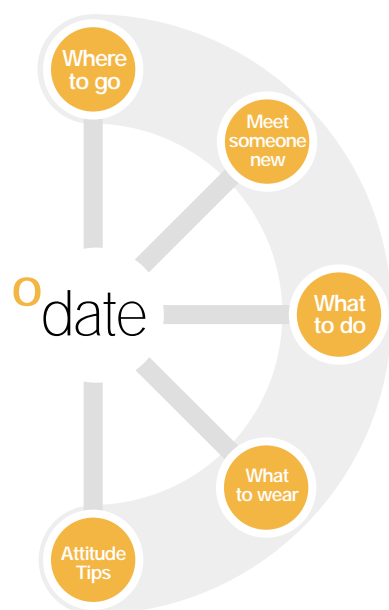


Personal safety is always important if you're meeting a stranger for the first time. The location device in <sup>o</sup>friend allows friends to keep an eye on your whereabouts, giving you the confidence to enjoy your evening. Press Panic if you're worried!



## Top Tips

Nervous about the big event ? <sup>o</sup>date provides suggestions for a successful time. Romantic venues, fun weekends, physical & mental preparation, style tips and much much more !



<sup>o</sup>date map

## View before you try

Use your <sup>o</sup>video service to have a chat with your potential date. It may save you a lot of time and effort !



## How do I look ?

<sup>o</sup>reflect turns my <sup>o</sup>friend into a mirror allowing me to check how beautiful I look before the big date



game on !

Forget those piles of unwanted games cartridges in the corner. From now on you can access a huge library of cutting edge games without the need for discs or dedicated games consoles. Play mobile, on TV and with friends, where ever you are...whenever you want

ASSISTANT, CAN YOU OPEN THE LAST SAVED GAME AGAINST BEN NEVIS  
I'LL CONTACT HIM.....READY TO BEGIN?



Tap for current game options, double tap to return to game options

Full screen main view window

Game specific display & options

Multiplayer views & game related maps & wayfinding

Screen/Sound control panel

Live video connection to other players for game 'banter'

friend can be plugged in to provide higher speed interactive gaming



Ask Assistant for Help

### What are the services ?

game provides a library of cross platform adventure, strategy and arcade games for all ages and dispositions. Orange bring together the best published games and our own games -tell assistant what you like and you'll influence the games we design. Play solo or against friends on a wirefree network. View on the TV, computer, or on your handheld in the bath. Store half-played games.

Join interactive game development boards and make some cyber-buddies around the world or around the corner.

### Potential Service Partners

Games developers

Major games developers with direct supply to customers. News on latest releases and reviews e.g. Codemasters, Waddingtons Interactive, Namco, Sega

Magazine Publishers

Gaming magazines provide independent reviews, news and multiplayer game organisation e.g. PC Gamer, Game Zone

Manufacturers

New product releases, video help for products e.g. Sega, Namco, Nintendo

community

Local gaming groups, meetings, events

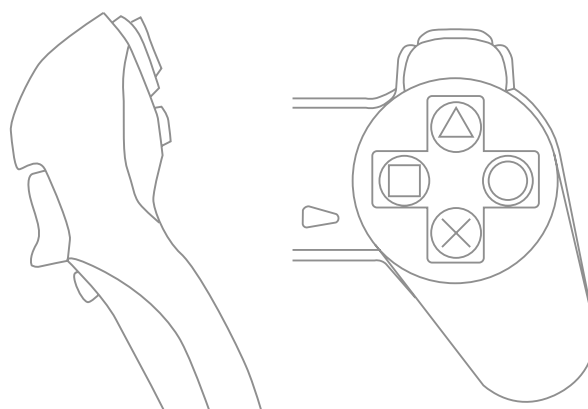


Orange game provides on-line real time gaming without the need to buy cd's, store games locally or just hang out at home. Gaming partners can be friends, cyber-buddies or the computer. Half-played games can be stored on the net and finished on the bus. Orange select cutting edge games and intellectually challenging interactivity to suit all age groups.



### Games on the go

No need to be tied to a TV screen !  
Your Orange friend allows you to interact with the world around you. The city becomes a high playground



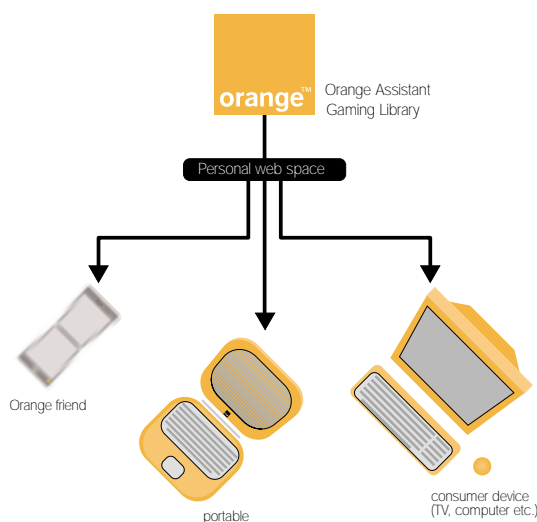
### Game Accessories

Additional gaming accessories available for added enjoyment, using wireless Bluetooth technology



### Virtual Controls

Orange friend uses virtual buttons to save on hardware size and you can create your own shortcuts too! If you really need that 'physical feel', clip on a Orange game-pac or a Bluetooth controller.



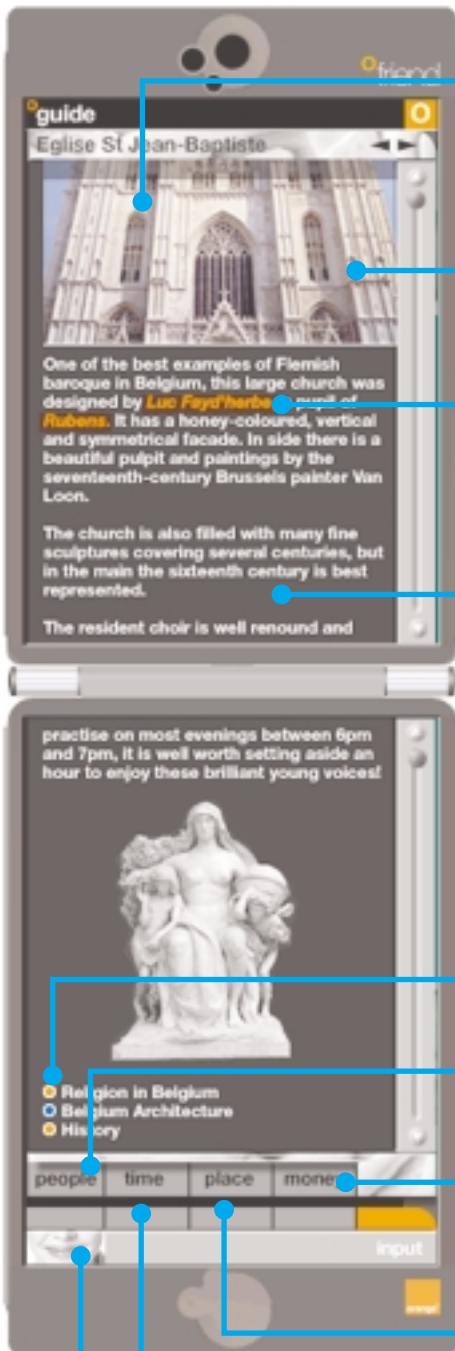
### Game Library

Customers can either purchase games from the Orange library and store in their own web space, or sample games directly to any digital orange world appliance

Assistant helps you get where you want to be. Just ask for whatever you need and Assistant will take you there. Whilst working with the o guide, Assistant keeps track of your finances, your personal appointments and your favorite things. Assistant suggests other related items such as restaurants you may enjoy, car hire, current affairs and potential problems like traffic jams or health problems.

HI ASSISTANT, TELL ME ABOUT THAT LOVELY CHURCH OVER THE ROAD

SI, IT'S THE CHURCH OF ST JOHN THE BAPTIST. DO YOU WANT TO KNOW MORE?



Different images, video clips and sound clips can be viewed by tapping on the picture

Main View window

Some words in the text may be in bold and italics, these are links to the person, place or organisation concerned

When watching video, subtitles available for hard of hearing

o guide provides hot links to related information

Do you really want to speak to the vicar? Tap on people for a chat

Found something fun? Book here and spend some of that holiday money now

Looking for more of the same? Tap on place for a highlighted map

Find out what's going on where you are. Tap on time

Assistant is always there to help if you get into any problems



Ask Assistant for Help

## What are the o services ?

o guide gives you information about here, there and everywhere. What's on, where to visit and where to shop.

In conjunction with partners and with a little help from your friend, it will help to find you restaurants that you like and night-life options for both the chilled and the chilled out.

With locator, it can provide directions, traffic updates and transport alternatives.

Special sections are available for kids, oldies and other groups

o guide links to ohealth to give you access to up-to-date health info and details of approved facilities

o guide partners with museums and galleries so that you can access talking and video guides about the place you're in.

o guide can even access crime level data to warn users of hot-spots when in unfamiliar locations...

## Potential Service Partners

### City Guides

History, the present day, maps, services and special offers to museums and sites

e.g. Lonely Planet, Yellow Pages, Michelin, Tourist Boards, Hotels

### Travel

Travel guides and timetables from major public transport operators. Car reservations & ticket purchasing

e.g. GO, Hertz, Public Transport operations

### Food & Drink

Your favourite food, exotic specialities

e.g. Timeout, Association of Caterers

### o community

Local producers & suppliers, attractions & events. Add your own events or comments to build a bigger picture

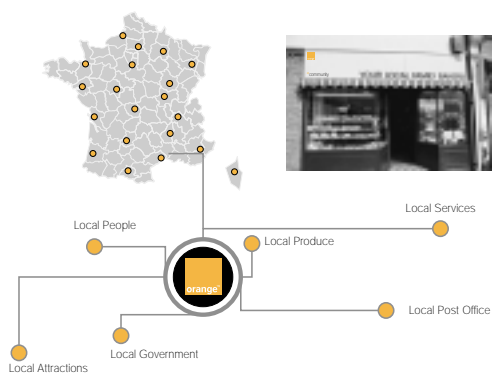
## o guide map



Information on the basics when in a new place. Updated regularly

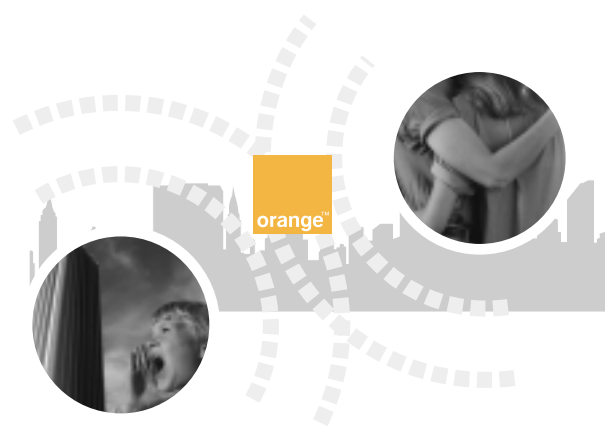
What to do when you get there. Your personal profile helps assistant to get you where you want to be.

Orange guide provides maps, directions, locations, what's on and transport information for wherever you are. In conjunction with regional partners, the o guide can tell you about local plumbers and restaurants, book cinema and theatre.



## o Community

o guide recommends o community services when travelling to unfamiliar places supporting local people and providing Orange customers with the best local information



## Location finder

Lost child? o guide works in combination with place, providing detailed maps & positioning of friends, family and services

Country      Town      Community

	Country	Town	Community
culture	■	■	■
travel	■	■	■
place	■	■	■
events	■	■	■
news	■	■	■
weather	■	■	■
sight-seeing	■	■	■
arts	■	■	■
entertainment	■	■	■
accommodation	■	■	■
food & drink	■	■	■
out of town	■	■	■
kids	■	■	■
sport & fitness	■	■	■
health	■	■	■
business	■	■	■

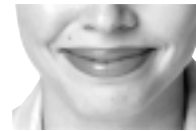
To help you digest the mass of information available in o guide, it is broken down into levels: country, town and the local community.



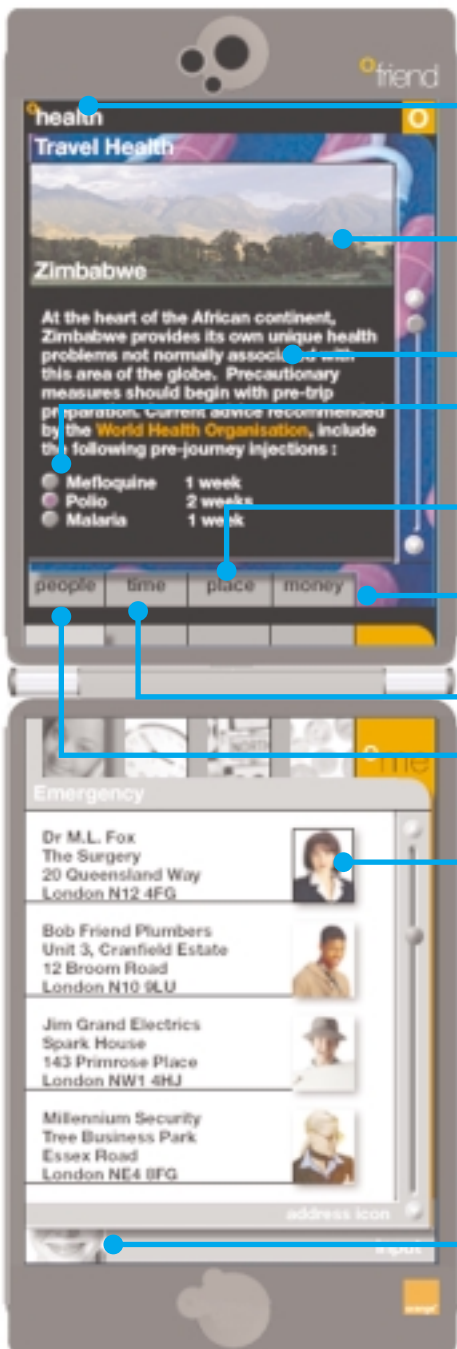
What's more important than your health ? Orange health provides online information and medical support wherever you are in the world. Local doctors, health centres and country related health advice enables you to plan in advance and avoid any likely health issues.

HI ASSISTANT, ANY ADVICE FOR TRAVELLING TO HARARE?

YES SI, DON'T GO THERE AT THE MOMENT! BUT IF YOU DO TAKE MEFLOQUINE A WEEK BEFORE YOU FLY...



Ask Assistant for Help



health History tab

Tap on the image for link to Orange Guide

Main View window

Check boxes for health requirements. Linked to Orange health to see if you need treatment

Local healthcare highlighted in place

But that health insurance before you forget!

Alarms to remind you to take some exercise or prescription

Contact information when you're abroad

Tap to get in contact with your doctor

Assistant is always there to help if you get into any problems

### What are the services ?

Online medical help from doctors and related specialists locally and globally.

Specialist advice for men, women, children, older people and the disabled

Health insurance facilities and details on required vaccinations when travelling abroad

Dietary advice based on profiles obtained from your orange cook. Recommendations for supplementary vitamins & minerals.

Physical exercise advice together with monitoring of body systems utilising bluetooth equipped sensors and exercise machines

### Potential Service Partners

#### Health Service Providers

Private and National health organisations, together with specialist advice from independent doctors and academic organisations e.g. National Health Service, Bupa, Medicine Planet

#### Health food & supplements

Purchase health foods, vitamins and minerals online. Orange health can recommend what you need based on your dietary profile e.g. Whole Earth, Soil Association, Boots etc.

#### community

Keep in contact with your local GP, arrange appointments and house visits. Local gym and swimming pool details; fitness groups and local produce

If you're in an emergency and can't get to help, the locator function on your Orange friend notifies the emergency services of your whereabouts, helping you to get help fast.



## Check your heart rate

Bluetooth devices communicating with your Orange friend allows for heart rate and blood pressure monitoring down the gym. Better slow down!

A number of specialist pacs are being developed to help you with particular health conditions.

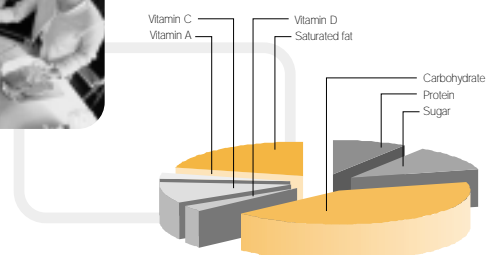
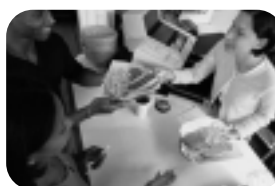
Orange **sugarpac** is specially designed for monitoring the blood sugar levels of diabetic sufferers. It beeps if you need to have something sweet and continuously compiles the data into a useful chart that can be interpreted by you and your doctor.

The Orange **juniorpac** is specifically designed for younger children and will help parents and doctors to keep an eye on the health of weaker kids. Its discreet and friendly design includes a locator, a phone and a heart monitor, so you can keep in touch with your kids wherever they are.



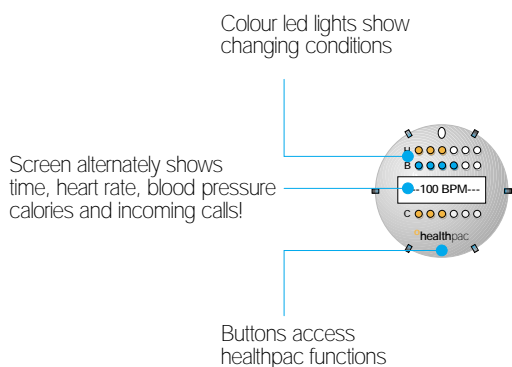
## Age, Gender and Location

Orange health works across ages, genders and continents. You can build up a profile of your current health status by following a simple step by step questionnaire set up by your assistant. Or ask your doctor to fill it in for you. Once set up, orange health can help you to improve your health and wellbeing by advising on exercise options and food choices.



## Change your diet !

Orange health works in combination with Orange cook to check your eating profile. A breakdown of vitamins & minerals from typical grocery orders allows Orange health to guide you on future purchases & eating habits.



o music is more than just a music shop in your pocket. It puts you in touch with fellow fans around the world and keeps you bang up to date with the latest news and views. You tell assistant what you like and he/she will keep you informed day and night.

HI ASSISTANT, WHAT'S THE LATEST RELEASE FROM RYUICHI SAKAMOTO ?

SI, TAKE A LOOK AT THIS



Back to o music choices

Quick navigate through last viewed 'pages'

Back to Sakamoto options - music, videos, films etc

'Collapsible control panel. Drag around the screen for the best positioning

Independant reviews from o music

List of album tracks together with track times. Tap to go immediately to your favourite track

Graphic equaliser for fine tuning the sound quality. (o friend integral speaker, o hear/say unit)

Want to find out about fan clubs ? Hit 'people'

Want to find out about tour dates ? Hit 'time'

Buy the album ! Click 'money'

Where are they playing music like this locally. Tap on place!



Ask Assistant for Help

## What are the o services ?

Music library based on categories, country, artist and era. Choose your favourite and your o friend will keep you in touch.

Set your o friend to wake you with your favourite songs. Find music fans close by or far away. Preview music before you buy. Pay per view or store for future.

Wirefree technology allows you to play music on the headset, the stereo or on the TV and you can plug it in for fast download of whole albums in seconds too.

Play internet radio stations or even make your own!

## Potential Service Partners

### Music publishers

New releases, back catalogues of artists & bands  
Music videos and interviews  
e.g. Sony Music, Virgin, RCA, Factory Records

### Music Press

Interviews and retrospectives, Independent news and critiques  
e.g. Melody Maker, VH1

### Events Organisers

Live streaming of concerts and music events  
e.g. Harvey Goldsmith Promotions, Other Independent Promoters

### Appliance Manufacturers

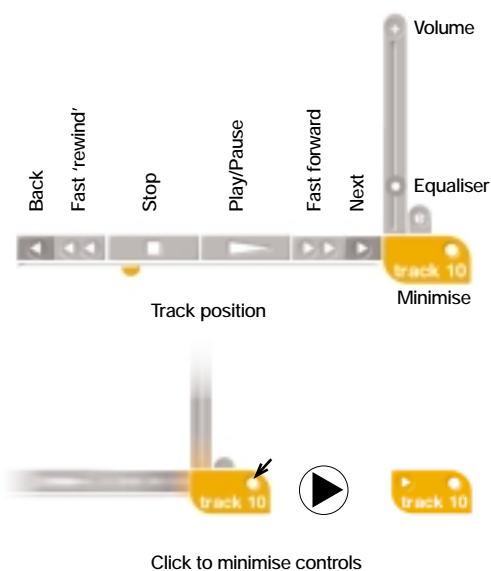
New product releases, video help on appliances  
e.g. Panasonic, Technics, JVC

### o community

Make you're own music, be your own radio station. With o friend you can record and playback local events and performances

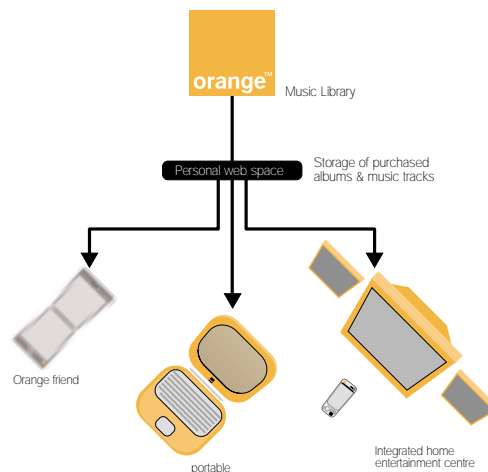


Orange music is part of the Orange multi-media service. This provides an individual selection of music, videos and current affairs which can either be streamed for single play or downloaded, stored and remixed. The music assistant gets to know your taste and keeps you up to date with relevant news, views and samples.



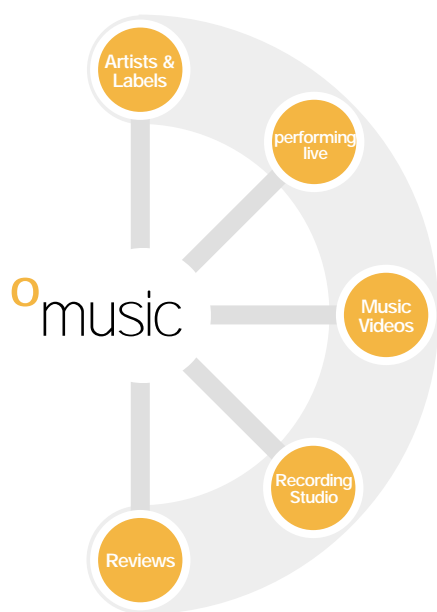
### Playback Control Panel

Quicktime control panel provides easy to use controls for music selection playback



### Music Library

Customers can either purchase music from the Orange library and store in their own web space, or sample tracks directly to any digital orange world appliance



music map



### You hum it, I'll find it !

Tune recognition allows the user to whistle or sing to the assistant, who will make a series of suggestions from the digital music libraries.

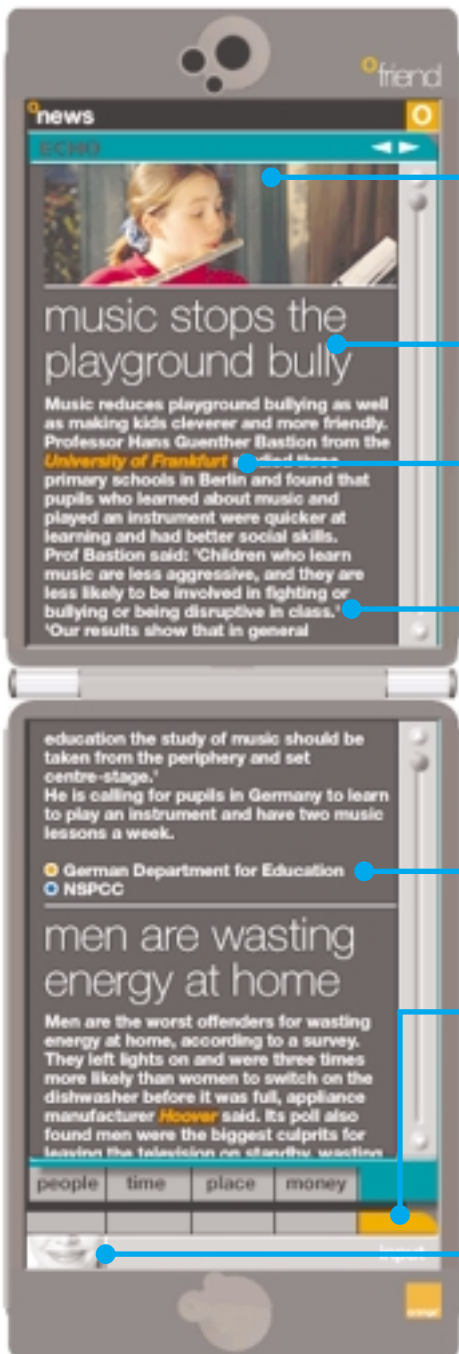
Listing are provided on the screen in order of relevance, selecting a listing provides a sample of the tune for confirmation.

Orange news brings you local and international news and views wherever you are. Select your favourite topics and we'll make a custom newspaper (without the inky fingers) just for you. Alternatively choose to read your own newspaper just like normal and we'll set up automatic links to related items that you can read at your leisure.

Whether you're interested in World affairs, Football results or just what's happening in your local community, onews provides you with live streamed information to your ofriend

HI ASSISTANT, WHAT'S THE LATEST ON THE MICROSOFT AFFAIR?

BILL GATES HAS JUST COUNTER-SUED THE US GOVERNMENT FOR TAX EVASION



In addition to the text provided, you can receive news as live T.V, previously recorded video or sound, the traditional still image or even ask assistant to read it to you!

If you're reading about a particularly large event, to see additional still images just click on the image that is shown

Some words in the text may be in bold and italics, these are links to the person, place or organisation concerned

When viewing video subtitles are available for hard of hearing

Live video streaming from any part of the world. Incoming video appears as a pulsating icon. Selecting the icon allows instant viewing

There are also links at the end of the stories so that you can learn more for yourself. You're no longer subject only to the opinion of the journalist!

To take a copy of the story, just drag the headline down onto ome

Assistant is always there to help if you get into any problems



Ask Assistant for Help

## What are the oservices ?

Orange news keeps you constantly informed on breaking news from around the world. From live streaming of broadcast news as political events unfold and financial news from international markets to what's happening in your local high street.

Create your own news flyers and send to friends - we're moving home, the wife's left me ! - better see Orange date

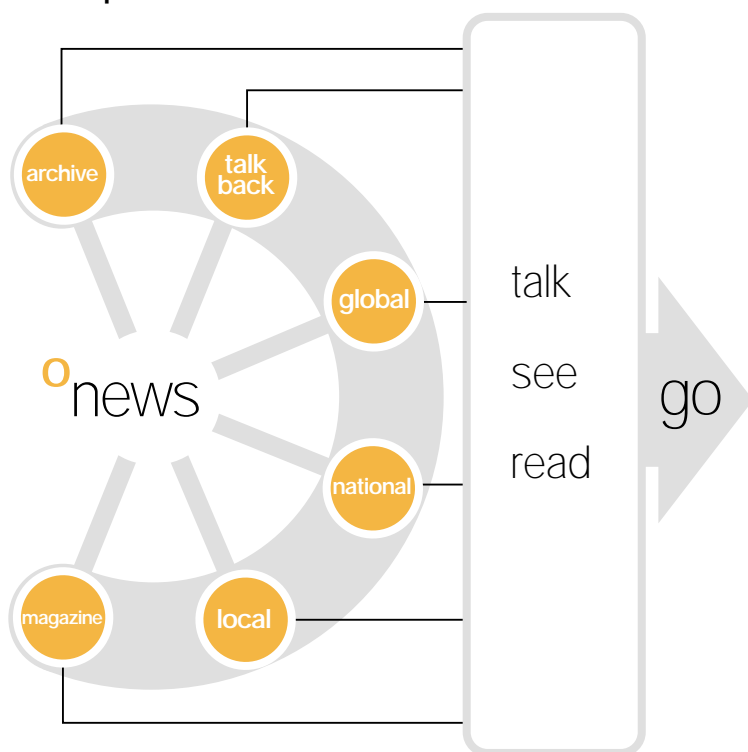
## Potential Service Partners

Global, National and Local news providers. Major nationals, local newspapers and specialist journals e.g. Daily Nationals, Local Papers, TV channel news services, Specialist news providers

## ocommunity

What's happening in your ocommunity ? Information is key to community strength. Orange news teams with traditional local news papers and provides additional services which benefit the community.

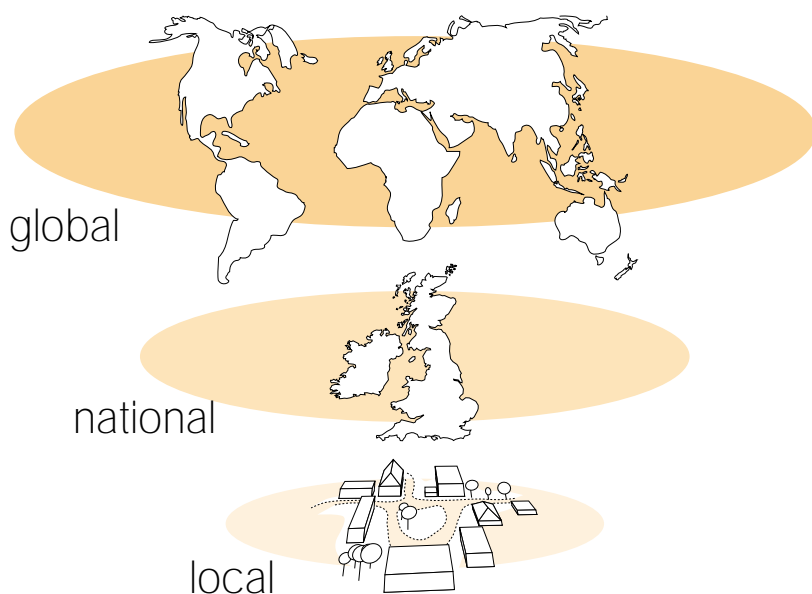
## news map



## What the papers say

Orange news provides levels of news ranging from Global to Local. Chat rooms allow for feedback on topical issues

Make your own news! As an orange customer you can make your own news to add to your community paper. Make local stories about where you live or join a global community paper and tell everyone what you think about skydiving and rugby! You can access local and global papers through orange community.



## Orange news service

Orange news is never stale! Unlike traditional newspapers, news items are updated every hour. Watch headlines track by with ticker tape on. Tap for detail.

CHERIE BLAIR HAS TWINS.....MAN U LOSE AGAINST WEST HAM...PIGS SEEN IN SPACE..

## As it happens

Live video streaming of breaking news from across the globe to your friend. Ask Assistant to bring you any news on specific items as it happens. Financial trading details headlining on your friend.



## Saving the Planet

What are you interested in? Have orange news bring you the latest news on anything from ant farms to space exploration.

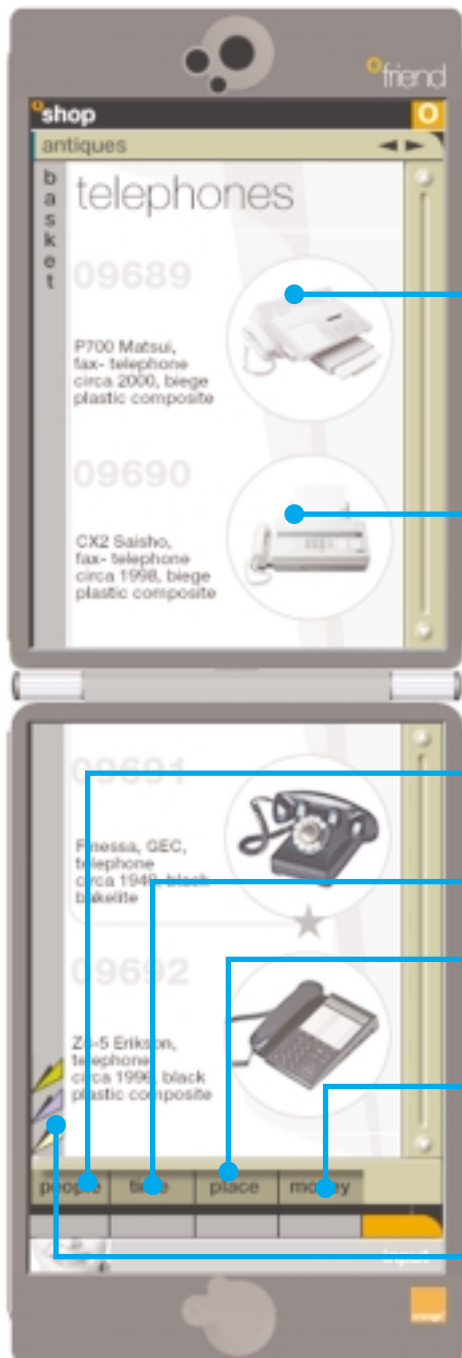
If you read something interesting, you can cut and paste it into your note book or send it on to a friend or colleague.

Orange news carries papers and magazines from around the world. When you're abroad, read a translation of the local paper.

<sup>o</sup>shop is more than just an on-line shopping channel, it helps you to make the best choice on a wide variety of goods from paperclips to a new home. Browse through the simple <sup>o</sup>shop categories or simply ask assistant for the best products at the best price

HI ASSISTANT, REMEMBER THOSE OLD COMMUNICATIONS DEVICES

YES SI, YOU CAN BUY TELEPHONES AT THE ORANGE STORE



Tap on image to see a video review of product, or more detailed product information

To purchase an item, simply drag it into the basket

For independent advice on items or to enquire about any aspect of your <sup>o</sup>shop experience, tap on people

Time keeps a record of your previous purchases

Tap on place to find orange community stores

Money provides you with a total of your purchases. You can still remove items at this stage, there's no pressure to buy!

Items put into the basket appear as flyers, tap on them to see more detail



Ask Assistant for Help

## What are the <sup>o</sup>services ?

Orange want you to have the best quality products which offer good value and longevity. Rather than overloading you with choice, Orange select items which it believes you will appreciate. For a more extensive choice, the web is available as part of the Orange service.

With <sup>o</sup>shop you can purchase online or find out more about shops & services in your area

## Potential Service Partners

### Major High Street Shops

Online catalogues of product stock. View on your <sup>o</sup>friend the pop down to the shops or have the store deliver to your door  
e.g. Marks & Spencer, John Lewis Partnership, Tesco, Dixons, Waterstones

### Major Manufacturers

Direct purchasing from manufacturers delivered to your door  
e.g. Sony, Rover, Nike

### <sup>o</sup>community

Orange supports the local community by recommending local shops and services, providing you with quality home grown produce and personal service. Become a shopkeeper yourself and post your own stuff at the orange community store.

While many believe that online shopping will strike a blow to the local high street, Orange believe in supporting local communities through actively promoting local services. Looking for a new vacuum cleaner? **o**shop checks for **o**community electrical outlets in your area, guides you to the shop and even advises on low energy appliances, saving you time and money.

## **o**shop map



## **o**community shopping

Orange shop supports your local shopping community by recommending local services where appropriate. It's all part of the **o**community partnerships Orange make with your local butcher, baker and candlestick maker



Sony 1261 TFT



## Consumer Overload !

Keeping track of all your purchases can be time consuming; receipts, warranty agreements, registration details. With **o**shop, all purchase details are stored within **o**central. View transactions in your diary or within **o**shop, auto registration with your Orange customer details, and updated product news from manufacturers.

## Saving the Planet

We all like to think we do our bit to help the environment. As part of the service, Orange will recommend the eco-choice when browsing for new items. An eco-meter will also allow for a more responsible choice

Keep up to date with all the latest fashions in music, clothes and gossip with **o**style.

ASSISTANT, WHAT'S THIS YEARS BROWN ?

IT'S BEIGE SI, BUT I DON'T THINK IT WILL SUIT YOU



Use the Video Camera to check how you look & model yourself with a new hair style, clothes etc

Tap on the categories to view

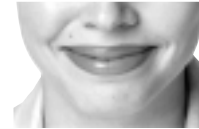
Main View window



Top tips to keep you up to date on all style issues. Independent reviews and advice personalised for you

Click on the images for video images from international fashion houses and fashion shows

Assistant is always there to help you with a few styles choices



Ask Assistant for Help

## What are the **o**services ?

Reports and reviews from major fashion and music events. Where to be seen and what to be seen in.

Just call your personal style consultant for advice on 'that look' for the weekend. Orange video cam never lies !

Organising those all important hair stylist appointments, interior design consultants,

Have Orange style give your home a complete 'make-over'. Just scribble some plans into your ofriend; take a few snap shots using the integrated ovideo cam, and Orange style will transform you home with the help of top interior designers. A bit like Home Front but less painful!

## Potential Service Partners

### Lifestyle Journals

Lifestyle journals provide reviews of new fashions, music events and releases. Fashion advice on what and what not to wear.

e.g. Wallpaper, Elle Decoration, Q, GQ, Cosmopolitan, Home, Tatler, Harpers & Quenns

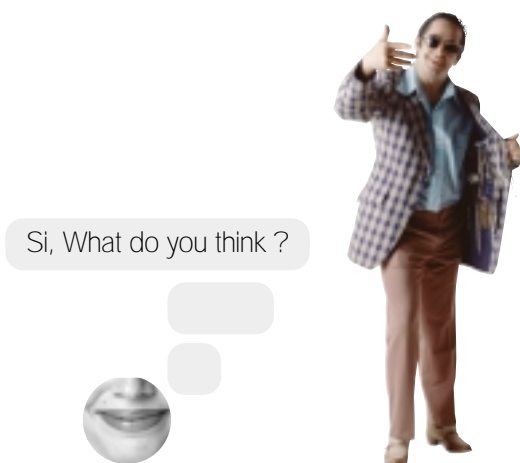
### Personal Assistants

Orange can provide you with your own style-assistant. A dedicated on-line service allowing you to take the worry out of looking good this season

### **o**community

ostyle keeps you in touch with your local style gurus. Hair stylist, personal style assistants, etc. Looking good ocommunity style !

Orange style continuously questions fashion. Where's it going and where do you jump on or off? We have gathered together international commentators who will bring a truly global perspective on music, clothing, media and books. Fashion in the outback and mountain gear in the city.



### Personal Style Assistant

Too busy to worry about next seasons fashions? Your **o**style personal assistant keeps you up to date with the latest & greatest. Don't worry, suggestions will be based on your Orange customer profile!



### How do I look ?

Use your **o**friend still cam to take a snap and send it to **o**style for suggestions on how to change your look



### Home Front

Orange style can give you suggestions for 'keeping up with the Jones'. A new look for the living room perhaps, together with details of your **o**community local decorator

Orange Travel helps you to plan trips both at home and abroad. It brings together holiday destination information, transport timetables, holiday videos, health information, booking, insurance, visas and much more

HI ASSISTANT, WHATS THE BEST WAY OF GETTING TO BATH NEXT WEEKEND?

HI ALLY, HERE'S A BREAKDOWN OF YOUR JOURNEY



<sup>o</sup>travel history tab

Travel itinery suggestions showing departure times and arrivals

Tap place to get route planning information

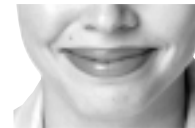
Tap to buy

Tap to chat with a <sup>o</sup>travel representative

Local <sup>o</sup>community transport map shows your location together with directions to transport node.

Next departure linked to satellite tracking of buses

Navigate around your area



Ask Assistant for Help

## What are the <sup>o</sup>services ?

<sup>o</sup>travel links all forms of transport to give you a comprehensive travel planning and purchasing system.

At a local level, you'll get bus information and our car pooling scheme will help to give you and your family complete mobility without costing the earth.

Nationally, you can get timetable information for rail and coach trips, while international travel is covered with our partnerships with major airlines.

The <sup>o</sup>travel itinery will link in with you alarm clock and diary to make sure that you're always on time and unstressed.

If delays are announced, orange travel will keep you informed and suggest alternative routes.

## Potential Service Partners

### Transport Providers

Transport operators provide details of timetables, on-line booking and special deals - everything from your local bus to international flights. e.g. Arriva, Great Western, GO!, British Airways etc

### Related Services

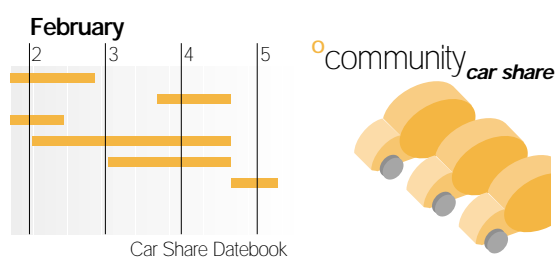
Travel links with your <sup>o</sup>time to make sure you arrive on time and when you get to your destination, use <sup>o</sup>guide to find the best places to go.

### <sup>o</sup>community

Support your local community by joining the car-share scheme and give your kids a helping hand by using the electronic hitchhiking scheme for safety and reliability



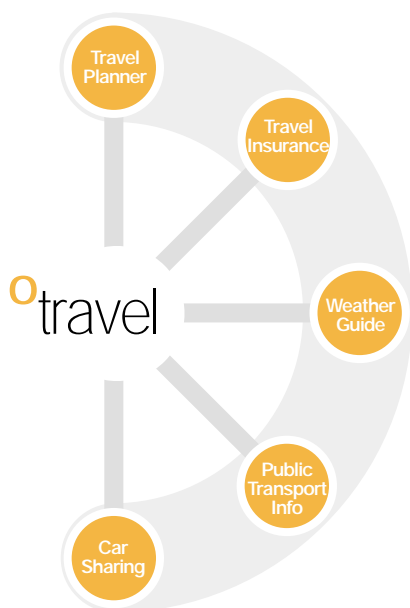
o<sup>3</sup>travel can even help you if you're a hard-pressed student. Find out the time and location of the next local bus. Try our electronic hitchhiking scheme and, when you've passed your license, join the local car pool where you can always use a local car or van without worrying about maintenance costs. You can even book and ride the Orange micro-cab for short journeys in and around town.



1 What type of vehicle do you need?

### Car Share

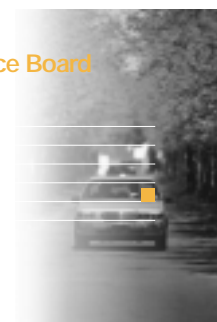
o<sup>3</sup>community car share scheme will give you the option of sharing the best in cars without owning them. Use a run around for visiting your mum and a van when you go to IKEA - its all included in the price and much cheaper than owning your own.



o<sup>3</sup>travel map

### o<sup>3</sup>community micro-cab Notice Board

Micro-cab can be booked with or without a driver for local use from Jan 2000



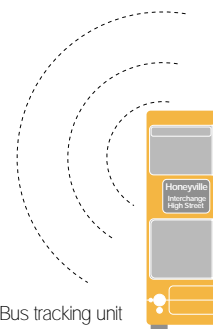
### Community Micro-Cab

As part of our community scheme, we are promoting the micro-cab - a local electric cab which can get you and friends around the neighbourhood without pollution.

Location to handheld



Bus tracking unit



### It's on time !

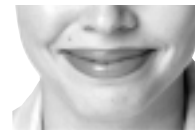
o<sup>3</sup>travel tracks local, national and global transport systems, so that you can catch the train on time. No more standing around in the cold waiting for the bus. Just log-on to o<sup>3</sup>travel and your diary will give you an alarm call when you need to move.



# Wow ! You look great on <sup>o</sup>video

Your <sup>o</sup>video allows access to a library of movies, educational programmes, comedy and current affairs through your Assistant. You won't need to re-wire the house every time you move the TV and, with your portable friend, you can watch sport live and see the replay too. Plug in at night and watch highlights of your favourite sport from around the world whenever you want.

HI ASSISTANT, PLAY YESTERDAY'S SKY DIVING HIGHLIGHTS  
OK ED, HERE WE GO...



Ask Assistant for Help



Integrated video lens for video conferencing

Watch movies, digital tv, home recordings on your Orange friend

Back to <sup>o</sup>video options

Main View window can be extended to both screens or just the top screen while you check your diary

Controls for viewing, screen and sound similar to <sup>o</sup>music for ease of use

Just checking my address book whilst watching the sky-dive highlights

Ask Assistant for help with your video service

## What are the <sup>o</sup>services ?

Video play list - the best in mainstream and arthouse movies and TV, available for download at the touch of a button. Wirefree for medium resolution instant replay or by wire for high speed, high resolution download

All the usual video and TV functions are available without the need to buy or store DVD's or videos- a virtual cinema where ever you are.

<sup>o</sup>video is also your link to friends and colleagues around the world. Say a proper hi to your grandparents and hold an interactive meeting with business colleagues.

## Potential Service Partners

### Movie Makers & TV Channels

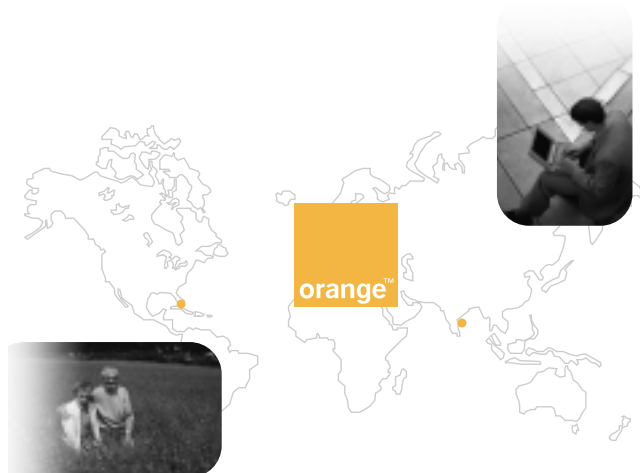
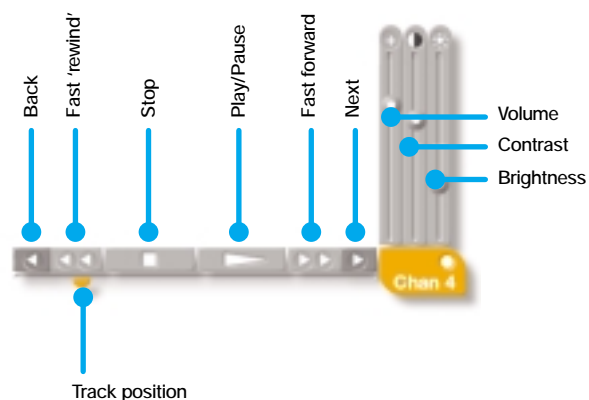
Local and Global movie releases.  
e.g. Sony, MGM, Dreamworks, Film Four Productions, Interactive TV, videoNATION, BBC, ITV

### <sup>o</sup>community

Be your own movie-maker. Using your <sup>o</sup>friend and a digital Recorder. Make your own video on local matters and post it on the community network - get involved!



More importantly you can keep in visual touch with family, friends and colleagues where ever you are in the world. The **o**friend contains the latest miniature video camera so that you can speak live and direct. You can also send video messages at a touch of a button to all of your friends, just to let them know that you're still alive at the top of the Materhorn



## Commonality

Controls for video playback use the standard format as other Orange Services such as **o**music, providing the user with instant familiarity



**o**video map

## Keep in touch

**o**live video links keep you in touch wherever you are in the world. Group video messaging means you can send a family hello to all you're friends for the price of a single call.



## Change your view

Video conferencing is enhanced through using the landscape view option. Your **o**friend will act as your personal note-taker, recording the whole meeting for later editing



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the future's bright, the future's Orange**World**