



## Press release

Paris, 16 June 2004

### SFR launches France's first public 3G offer

- *Arrival of high-speed imaging and video on mobiles*
- *A 3G offer exclusively for the SFR customers in 3 French cities*
- *A range of 4 new 'all-inclusive' tariff models from 46 euros per month*

Having launched the first 3G offer in France for business customers on 12 May (the PC 3G card), SFR is continuing its gradual launch and has now confirmed that 3G will be marketed for private customers.

This first 3G commercial offer will initially be **available exclusively to the SFR customers resident in three French metropolitan areas**, from 16 June 2004 in Paris, Lyon and Toulouse, followed by **five cities during July** (Lille and Nantes). SFR will be progressively extending the coverage of its UMTS network and more than 12 cities will be linked up by the end of 2004.

The 3G offer from SFR includes:

- **A range of new services**  
The two major new features of the 3G offer are the **video calling function and the viewing of video sequences**. Video calling allows the user to see the person they are talking to on their mobile screen and can also show this person their surroundings. The other major innovation is the direct viewing of videos on the mobile screen. SFR is already proposing **30 video programs customised for the mobile screen** (news, music videos, film trailers, sports - see annex 1). SFR subscribers will also be able to continue sending high-quality, high-definition photos from their mobiles.  
  
SFR also proposes new high-quality video games and CD quality ringtones.  
  
3G also allows significantly faster navigation for Vodafone live services! And Gallery.
- One of the very first 3G mobiles, **the Samsung SGH-Z105, will be offered at the launching price of 1 euro, for the first 5000 customers**. Then it will be sold at 499 euros. This mobile integrates video calling function, video-filming and digital photos.  
A second phone, the Sony Ericsson Z1010, will be available during July at a price of 499 euros.
- A range of **four new SFR Pro 3G all-inclusive tariff models**.



3G makes it possible to deliver a **new, simplified tariff model** to give customers complete control over usage:

- **every communication link appears separately on an itemised bill** based on the new SFR Pro 3G formulas (calls within France and internationally, as well as Texto and MMS text messages),
- unlimited access to the Vodafone live!™ mobile portal,
- all SFR Pro options are included,
- billing by the second with effect from the first second,
- As for SFR Perso and SFR Pro, 3G clients will continue to benefit from an additional 50% of time offered each month (which can be used for voice or video calls)

Four SFR Pro 3G all-inclusive tariff models from 46 euros for 3 hours of communication and 10 hours for 102 euros (see annex 2). These tariff models correspond to the SFR Pro offer billed by the second + 3 euros.

As part of the launch of these new arrangements, and to develop these new uses of 3G, **SFR is offering 10 hours of video calls a month for the first six month period**, 20 videos per month, 5 MMS post-cards per month and 50 MMS text messages for the first two months.

- For greater simplicity, SFR customers who subscribe to a SFR Pro 3G deal **will retain their existing telephone number** without needing a second line. A new SIM card operating on the two GSM/GPRS and UMTS networks will be sent to their home address.
- A **3G family & friends offer**: to enable subscribers to obtain several sets of equipment in order to then make their first video calls, SFR is entitling its first 2,000 customers to assign the same access terms and conditions to their nearest and dearest.
- **3G coverage**: to assure its customers of the best quality and reliability for the services on offer, SFR guarantees **total continuity of service** throughout France between areas with 3G coverage and areas still covered by 2G (GSM/GPRS).

From the month of June, SFR will allow its customers access to new 3G services in **6 countries**: Germany, United Kingdom, Italy, Spain, Greece and Japan then in another 12 countries in late 2004, thanks to the roaming agreements signed with mobile operators in the Vodafone group of companies.

A **major new customer-focused service arrangement** will be put in place, featuring:

- A dedicated customer service function,
- An after-sales mobile replacement service at the customer's home within 48 hours,
- Support and demonstrations of 3G services in the "Espace SFR" shop on the Champs-Élysées in Paris, taking place every day of the week from 10 a.m. until 10 p.m., as well as SFR 3G demo arrangements in the "Espace SFR" shops in Lyons and Toulouse.

By launching this 3G offer in the first instance for its main public customers from June 2004, SFR is underlining its ambition to be the benchmark operator for new uses of mobile telephony. SFR benefits from the support of Vodafone for the development of this new technology. Vodafone has already launched its public 3G offer in 6 countries (Germany, Italy, Spain, Portugal, the Netherlands, Japan) and 3G offer for business customers (PC Card) in 8 countries (Germany, United Kingdom, Italy, Spain, Portugal, the Netherlands, Belgium and Sweden).



## APPENDIX 1: New services with 3G

**VIDEO CALLING:** Allows you to see the person you are speaking to during the call thanks to a miniature camera fitted on your mobile. The image of the caller is transmitted in real time. The camera can also be turned around during the call to allow you to show the other person your surroundings and to film whatever is happening at a given moment.

**VIDEO SEQUENCES ON YOUR MOBILE:** On the Vodafone live! mobile portal, customers can find the range of 'SFR Video' programmes and select a video sequence on the topic of their choice. Around 30 programmes are already directly available for your mobile display.

These include:

\* **News:** At any time of day, keep up with the news complete with images, **with Christine Ockrent. *The News Flash***, updated every three hours, provides an overview of the main national and international headlines. Complementing this, ***Breaking News*** from AFP provides more detailed information on all of these topics.

\* **Sport:** Throughout the day, in 2 minutes and complete with images, ***InfoSport*** keeps you up to date with the latest results, criticism and analysis so you can keep your finger on the pulse of what's happening in sport. **Thierry Rolland** will be your football guide.

Exclusively on SFR, throughout the whole of EURO 2004, you can find three dedicated programmes: the ***Journal des Bleus (French Team Diary)***, a daily news update from the special correspondent in Portugal on the French national team; ***La Chronique de Arsene Wenger (the Arsene Wenger Report)*** which scrutinises matches from the tournament and provides a technical analysis and ***Les Coulisses de l'EURO (Behind the Scenes at EURO 2004)*** which takes you backstage at the tournament.

\* **Cinema:** Every Wednesday, access all the trailers for new releases as well as the Box Office choice of the week. And coming soon: a magazine with all the latest film news.

\* **Music:** Music videos, interviews with artists and the latest news of new releases and concerts.

\* **Entertainment:** for all the big names in showbiz: Elie Semoun, Tom Novembre, Bern Académie, 'La minute' with Kad & Olivier, etc. as well as new talent, cartoons and a selection of the world's most unusual adverts.

\* **VIP Gala:** keep up to date with the people everyone's talking about ...

\* and also a magazine for computer games with visual tests and trailers before general release, fun section, exclusive short films etc.



## APPENDIX 2: 'SFR Pro 3G all-inclusive': fixed prices

SFR Pro 3G <b>€46</b> 24 months	SFR Pro 3G <b>€54</b> 24 months	SFR Pro 3G <b>€70</b> 24 months	SFR Pro 3G <b>€102</b> 24 months
Voice <b>3 hrs</b>	Voice <b>4 hrs</b>	Voice <b>6 hrs</b>	Voice <b>10hrs</b>
Video calling <b>Pr/min Video</b> = 2 x pr/min voice	Video calling <b>Pr/min Video</b> = 2 x pr/min voice	Video calling <b>Pr/min Video</b> = 2 x pr/min voice	Video calling <b>Pr/min Video</b> = 2 x pr/min voice
<b>Messages</b> Text, MMS	<b>Messages</b> Text, MMS	<b>Messages</b> Text, MMS	<b>Messages</b> Text, MMS
<b>Includes</b> Vodafone live! access	<b>Includes</b> Vodafone live! access	<b>Includes</b> Vodafone live! access	<b>Includes</b> Vodafone live! access

**50% extra time offered per month** (voice/video calls in mainland France)

> weekdays from 10pm to 12 noon

> or weekends

> or 7 days a week to 3 SFR or fixed numbers

**+ all options included**

(Per second billing from the first second, carry-forward of minutes, preferential rate -10% reduction, caller display, "Double Appel" [Double calls], "Alerte Conso", "Bilan Conso Internet", "Eurocall", "SFR Monde")

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