



Press release
20 May 2010

ON, developed by Orange Vallée, receives MEX Mobile User Experience Award for Best Commercial service

On 19 May 2010, the "ON" mobile phone service won the Commercial category prize at the prestigious MEX Mobile User Experience Awards ceremony in London.

Reflecting the emphasis on "the user experience", MEX awarded "ON" for the innovation and rich social and intuitive experience the service provides for users.

Accessible on mobile phones through free software, the ON service developed by Orange Vallée makes mobiles smarter at managing address books and enriches the user's contact environment. With a simple application downloaded to mobile phones, ON can be used with any access provider. It enables smooth, easy communication, merging and organizing different social networks, email and address books according to status, location and availability.

ON Director Giles Corbett explained yesterday: "In addition to the prize, we are extremely pleased to see the interface and user experience offered by ON recognized by its peers".

The panel of judges at MEX added: "We chose ON because it is, at heart, a multi-platform mobile user experience which brings a truly human dimension to communications."

ON is available today on Android devices, the web, and soon on iPhone and other mobile platforms.

"MEX" in a few words

Every year, MEX prizes, created by Marek Pawlowski, reward companies that have developed a major innovation in the field of mobile telephony. This awards ceremony marks the opening of a two-day conference featuring the top players and specialists in the sector.

ON, an innovation from Orange Vallée

With ON, Orange Vallée has confirmed its role as an "idea-agitator" within the Orange Group. The innovation and development centre, set up in 2008, aims to identify new needs and new technological uses to develop innovative services accessible to all users, regardless of their Internet access provider. Orange Vallée, which develops its projects as start-ups, is also responsible for marketing and selling its products and services in France and abroad.

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