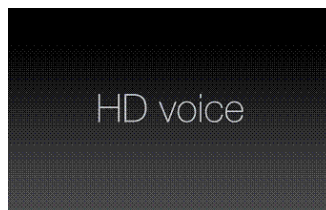


mobile HD voice Orange Moldova



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What is it?

Mobile HD voice provides Orange customers with the best ever mobile voice quality.

When calling someone using HD voice, customers have the feeling that the other party is in the same room.

What is new or different for the market?

Voice is the core feature of mobile phone, yet its quality has barely improved since launch. HD Voice differentiates the Orange mobile voice experience from that of other operators.



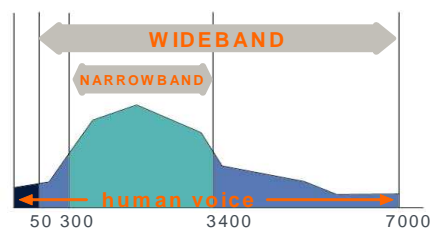
Wideband Audio (WB-AMR)

HD voice stands for Wideband Adaptive Multi Rate (WB-AMR) or the Wideband Audio technology.

It extends the frequency range of sound, resulting in higher quality voice transmission.

The range of the human voice extends from 80 to 14,000 Hz.

Traditional, or narrowband telephone calls, limit audio frequencies to the range of 300 - 3400 Hz. WB-AMR eliminates the majority of bandwidth limitations and transmits in the range of 50 - 7000 Hz.



3

Main benefits compared to traditional (narrowband) calls

- Clearer overall sound quality
- Easier to recognize voices, distinguish confusing sounds and understand accented speakers
- Ease of deciphering words that have the close sounds of 's' and 'f' and others, often indistinguishable over telephone lines.
- Ability to hear faint talkers and to understand double-talk (when more than one person is speaking at the same time)
- Better understanding when using a speakerphone or in the presence of background noise



4

How does this product simplify or change the life of our customers?

This product will change the experience users have of voice calls from their mobile. It enables them to hear better, and feel closer to the other party. It also increases intelligibility of calls, hence allowing customers to comfortably call from noisy places, or just whisper and still be heard.

Devices

Devices must be WBAMR-compliant and must have a good acoustic hardware for users to be able to use HD Voice. However, some voice quality improvements are perceived even if only one of the parties is equipped with the relevant device. This is for the HD device equipped party only (better hearing quality), due to the improved acoustics of the HD-compliant device. Nokia 6720 is the world's first compliant device, other models being expected to come this year.



5

Thank you!



6