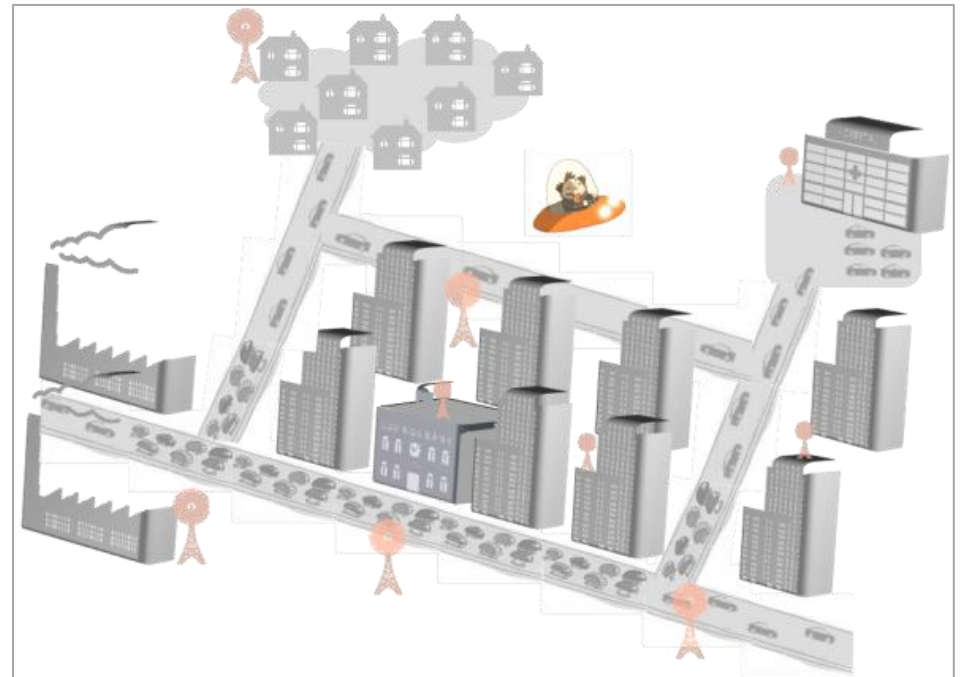


Radio Mobile Networks and Mobility assessment

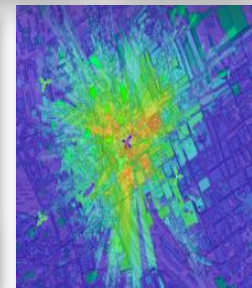
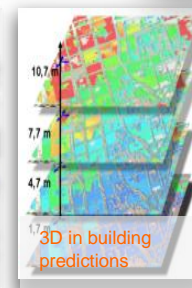
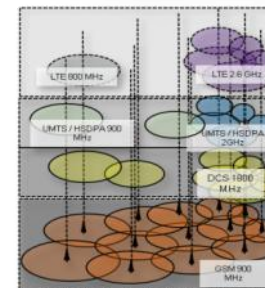
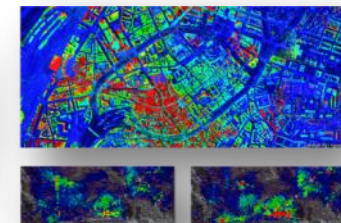
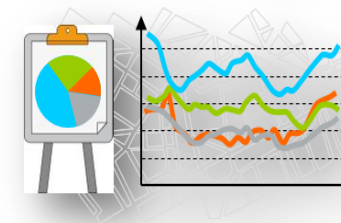
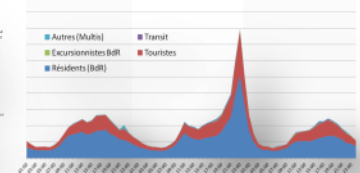
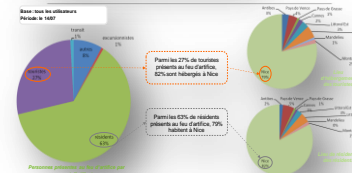
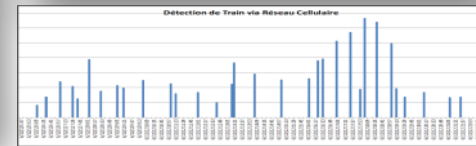
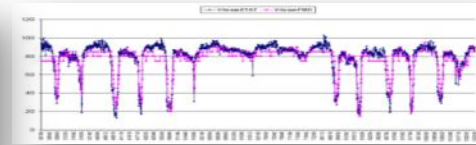
Orange Labs, Networks and Carrier

Pascal Chambreuil

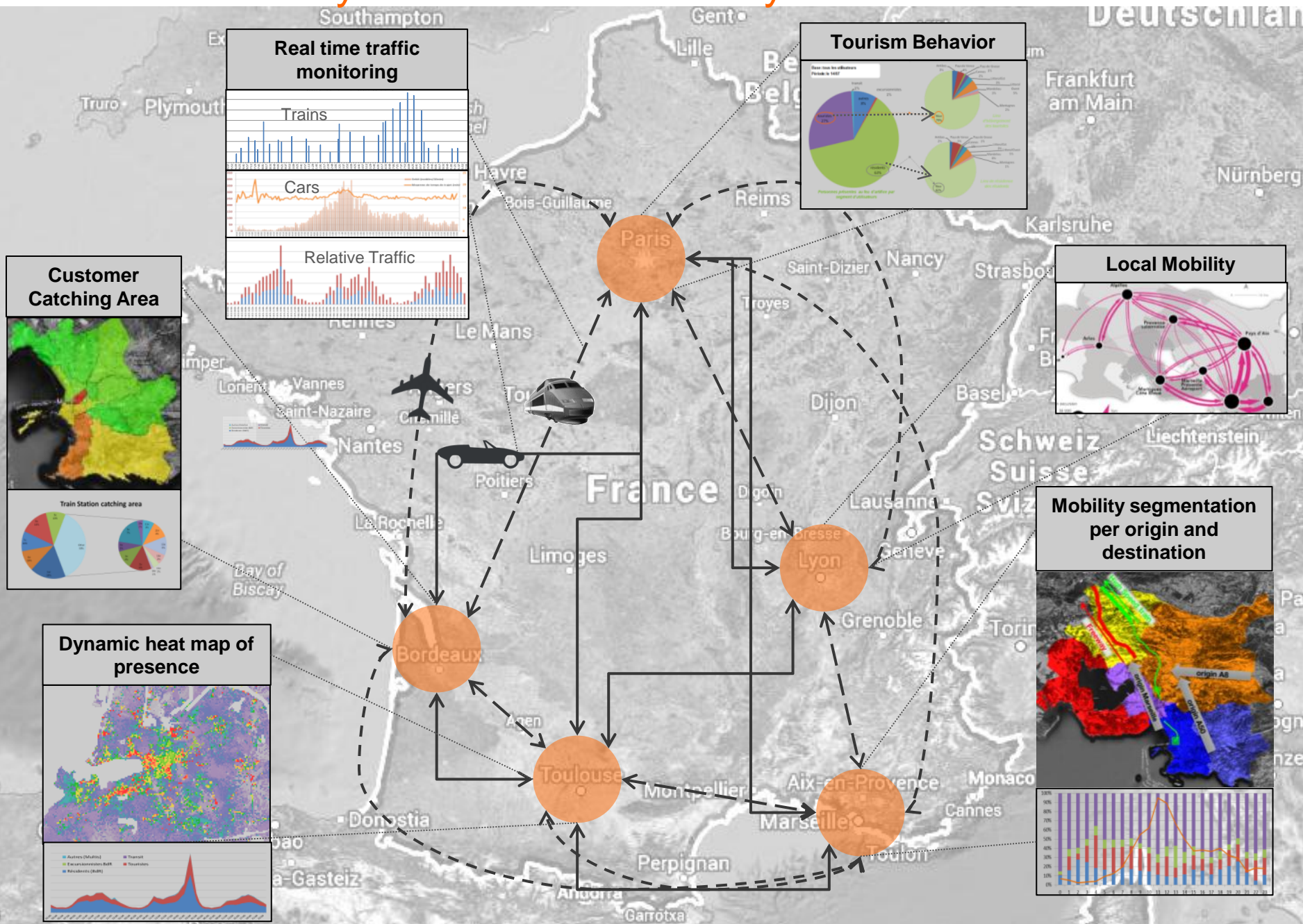


Market and Assets

- Analyzing statistical and segmented population presence and mobility in real time at a country scale
- For B2B Mobility actors
 - Road traffic information
 - Tourism
 - Transportation systems
 - Regional development, town and country planning
 - Audience
- For Mobile Network Operator's own needs
 - Mobile network densification (small cells, HetNets)
 - SON
 - Geo marketing
 - LBS, geofencing
- Our strengths
 - Radio network mobility management
 - Radio network simulation
 - Complex Fast Data systems
 - Data anonymisation and privacy



Monitor Mobility behavior at a country scale



Privacy management

- Personal signaling data transiting in the network can not be stored, even temporarily for processing, without explicit authorization given by the user, outside of network running and billing requirements
- We have developped a unique expertise of privacy by design data processing systems, allowing to exploit information from signaling events while respecting privacy legislation
 - All indicators are defined before data collection and can be validated with legislator
 - Data are processed in real time
 - Users' behavior is analyzed based on an analysis of network run signature and not on individual behavior assessment

Thank You