

**ECOC  
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BORDEAUX  
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# FTTR : Fiber To The Room

## Fiber inside the customer premises

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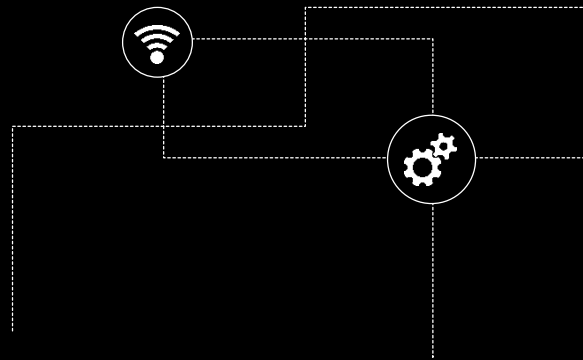


# Our Home Connectivity Purpose

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« Build the **multiservice hub** of today and tomorrow, to support each Orange countries to become **Reference Operators** of connected home and office »

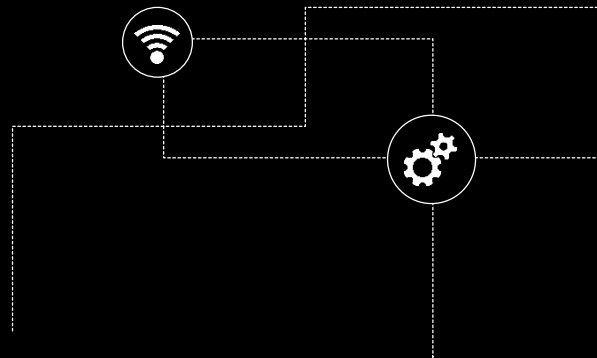
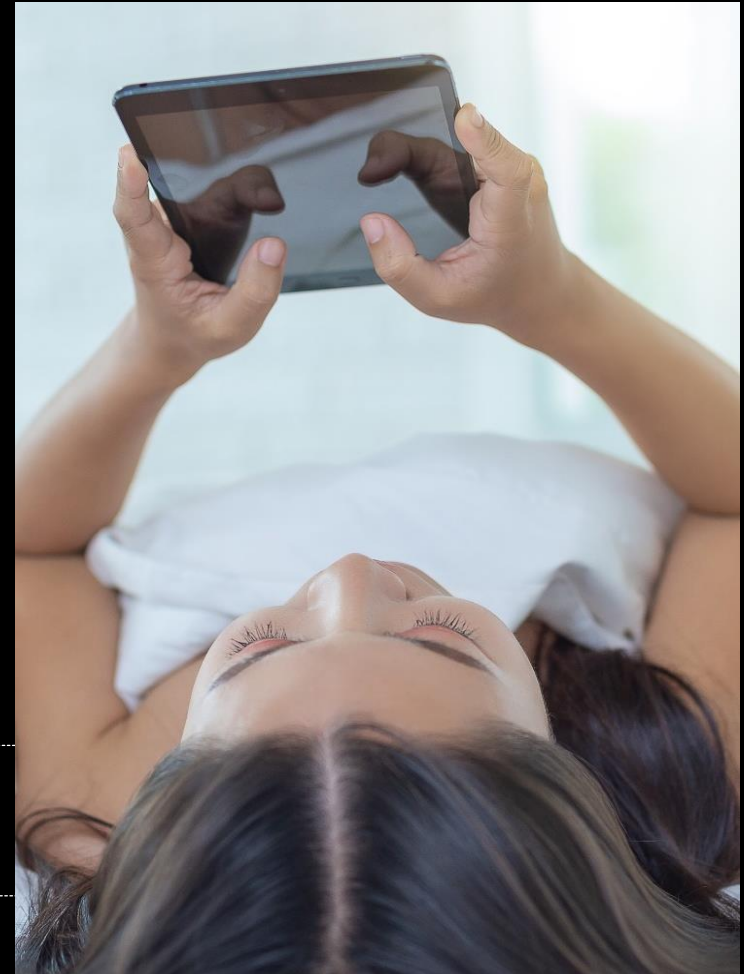
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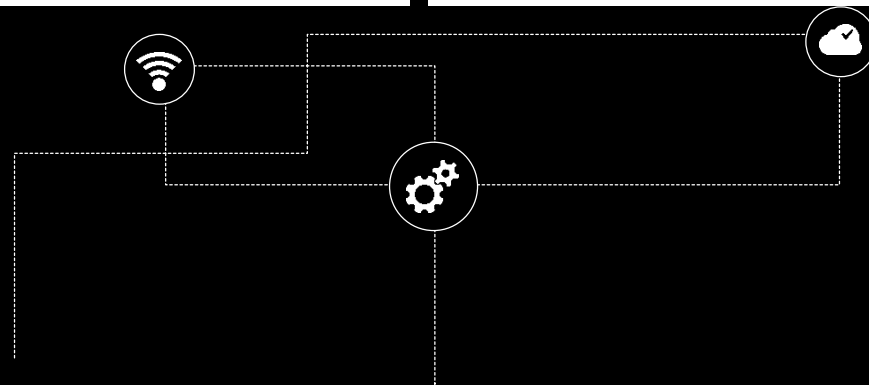
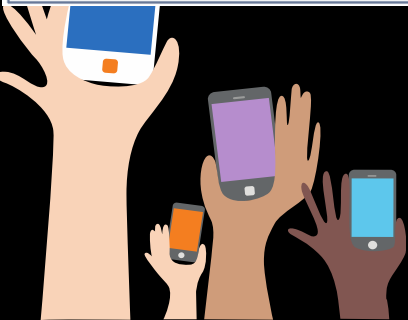
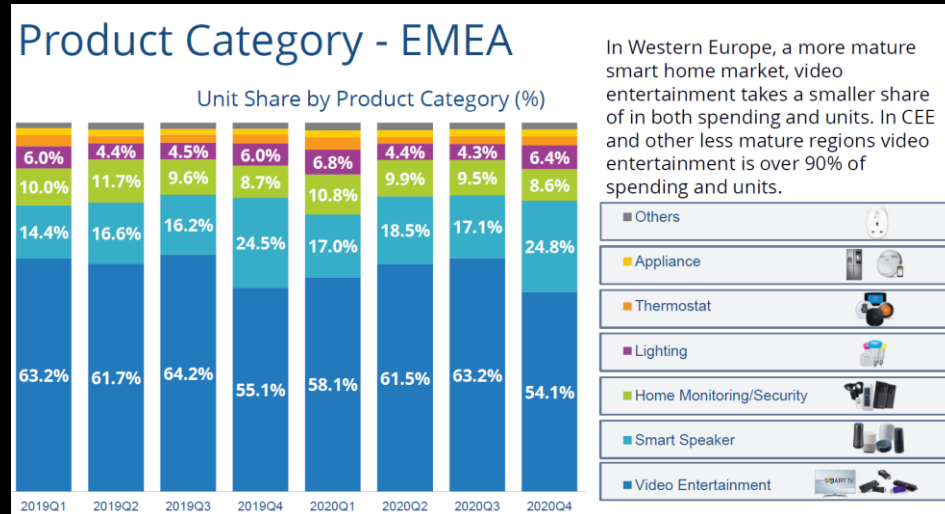
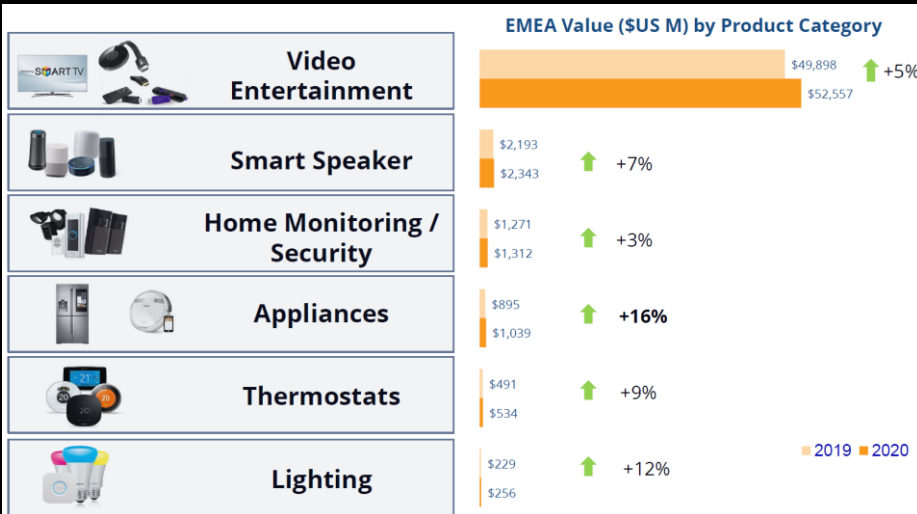
# Our ambitions

1. Guarantee **Best In Class** solution to create a **connected services enabler**
2. Strengthen loyalty and Orange brand through an outstanding **User digital experience**
3. Boost Homelan **data collection** to reinforce technical **efficiency**





# Smart Home Devices EMEA





# Six trends for Smart Home in 2021

Smart display growth



Connectivity improvements



Online commerce as dominant channel



Home security growth to mirror US



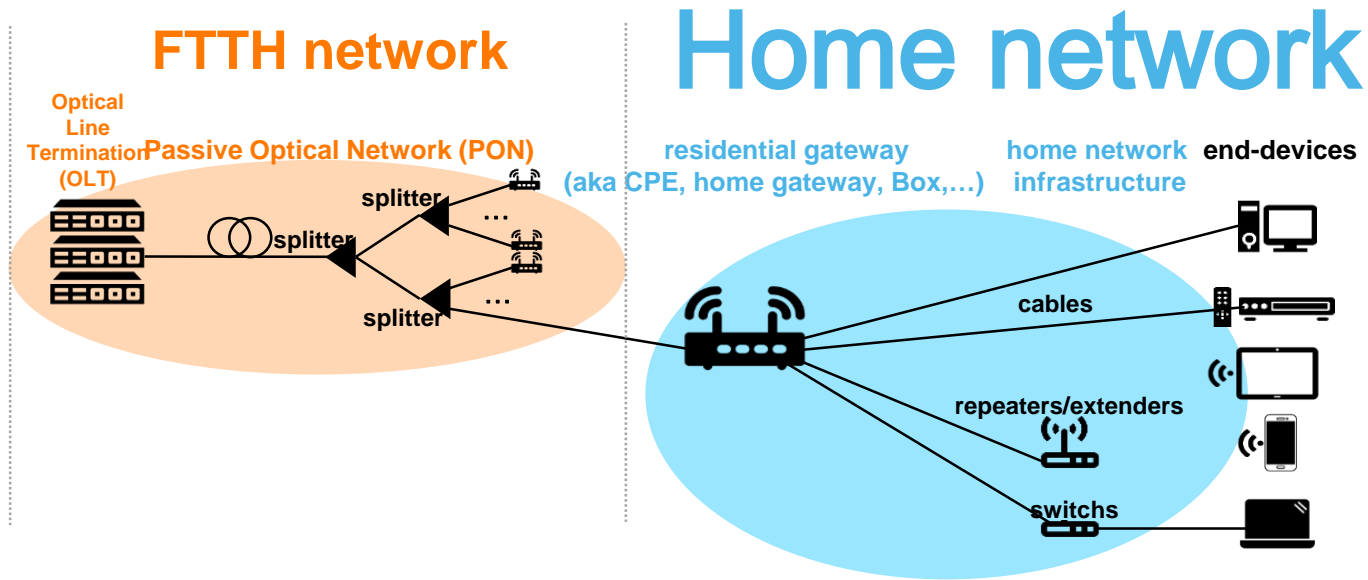
Smart lighting growth, with smart effects



More integration, smarter operation with predictive analytics



# What role does the **smart home** have in telco strategy 1/2



**Access network** and **Smart Home** is a unified business segment :

- commercial offers include the bundle “Box and access technology”

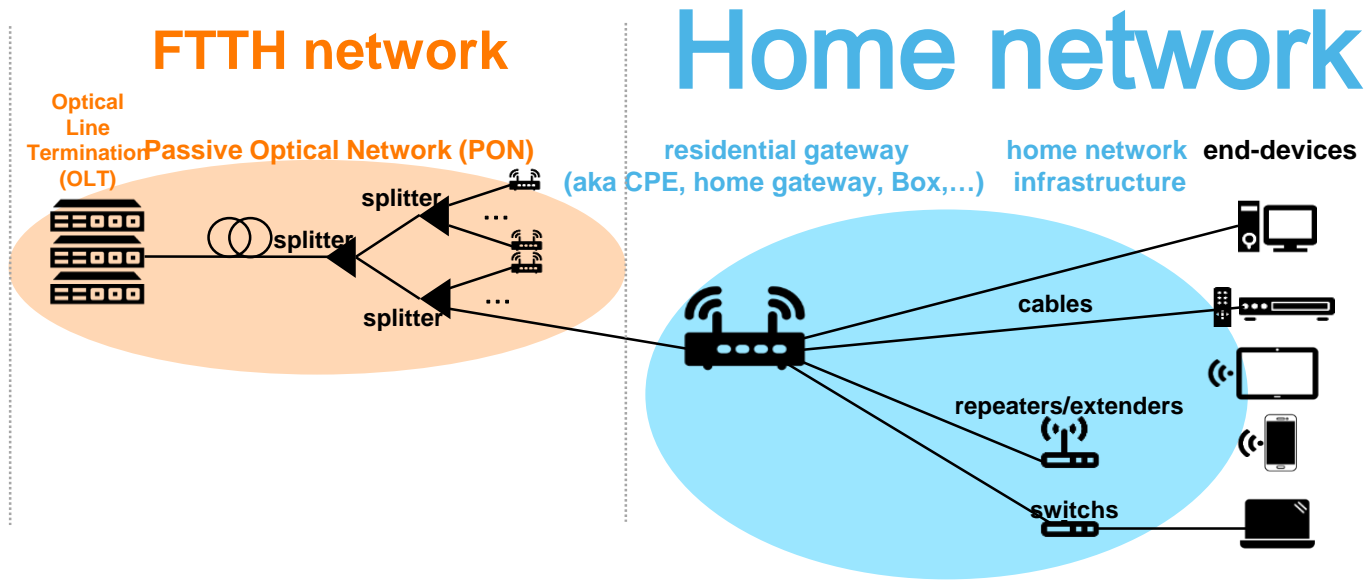
**Customer experience** :

- for migration ADSL to G-PON : customer are keen on the change of medium (Copper to Fiber)

- for migration G-PON to XGS-PON : user experience are strongly linked to Home LAN performances (Wi-Fi, other...)



# What role does the **smart home** have in telco strategy 2/2



**Connectivity** is essential, but undervalued and commoditized

Telcos need to make themselves a part of customers digital lives, **provide value**

**Best in class fiber** access includes **best in class Home LAN**

Gateway / Wi-Fi extender / Device Management & Data



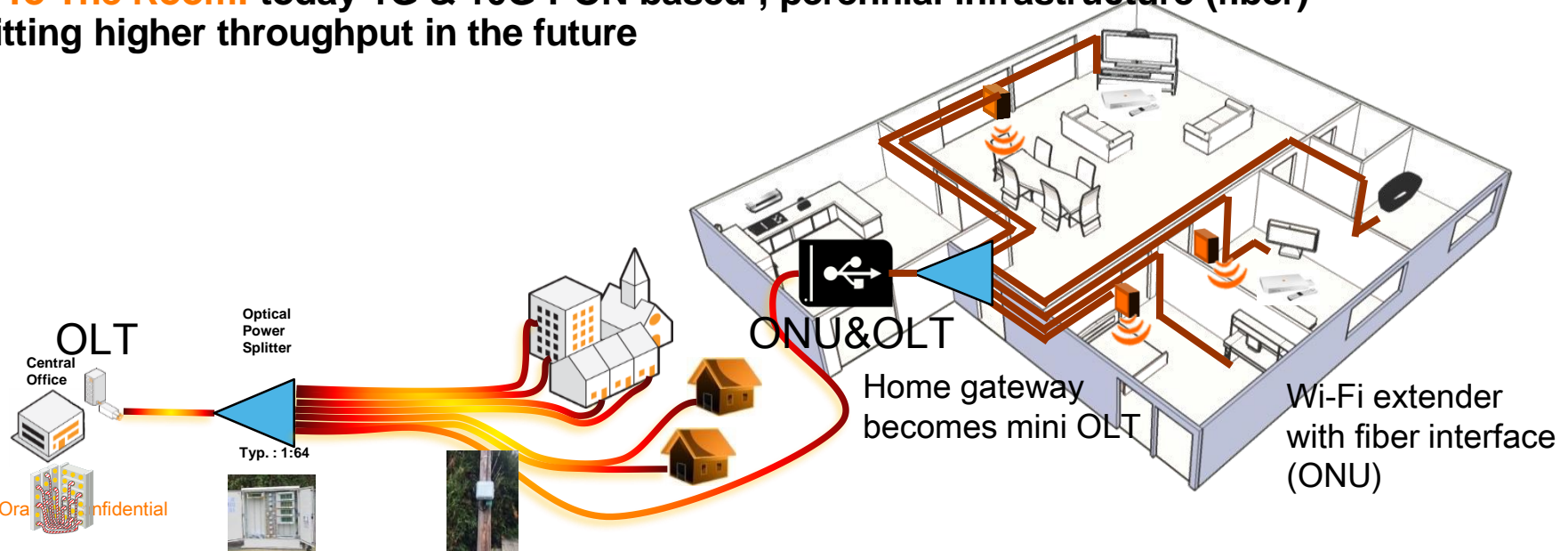
# Fiber for smart Home: FTTRoom

Deeper **fiber** to connect everything at Home: Fiber to the Room

A **cost effective, Home network** infrastructure associating **optical fiber and radio** for a wireless end connectivity to the very high bit rate services everywhere in the home

**Skills opportunity:** A pool technicians (network operation) with the FTTH skills in time for FTTRoom

**Fiber To The Room:** today 1G & 10G-PON based ; perennial infrastructure (fiber) permitting higher throughput in the future





# Conclusion

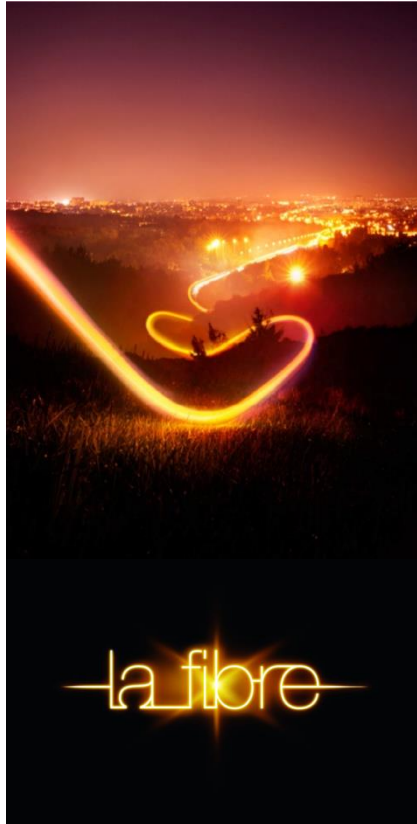
## 4 key points

1 Be and remain the « fiber » operator

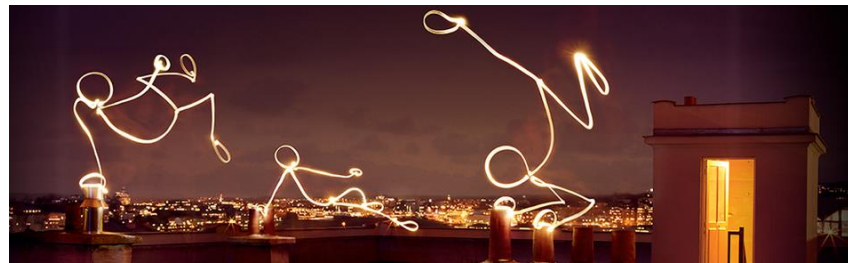
2 Best in class fiber access & Home LAN

3 Push perennial infrastructure to boost performances

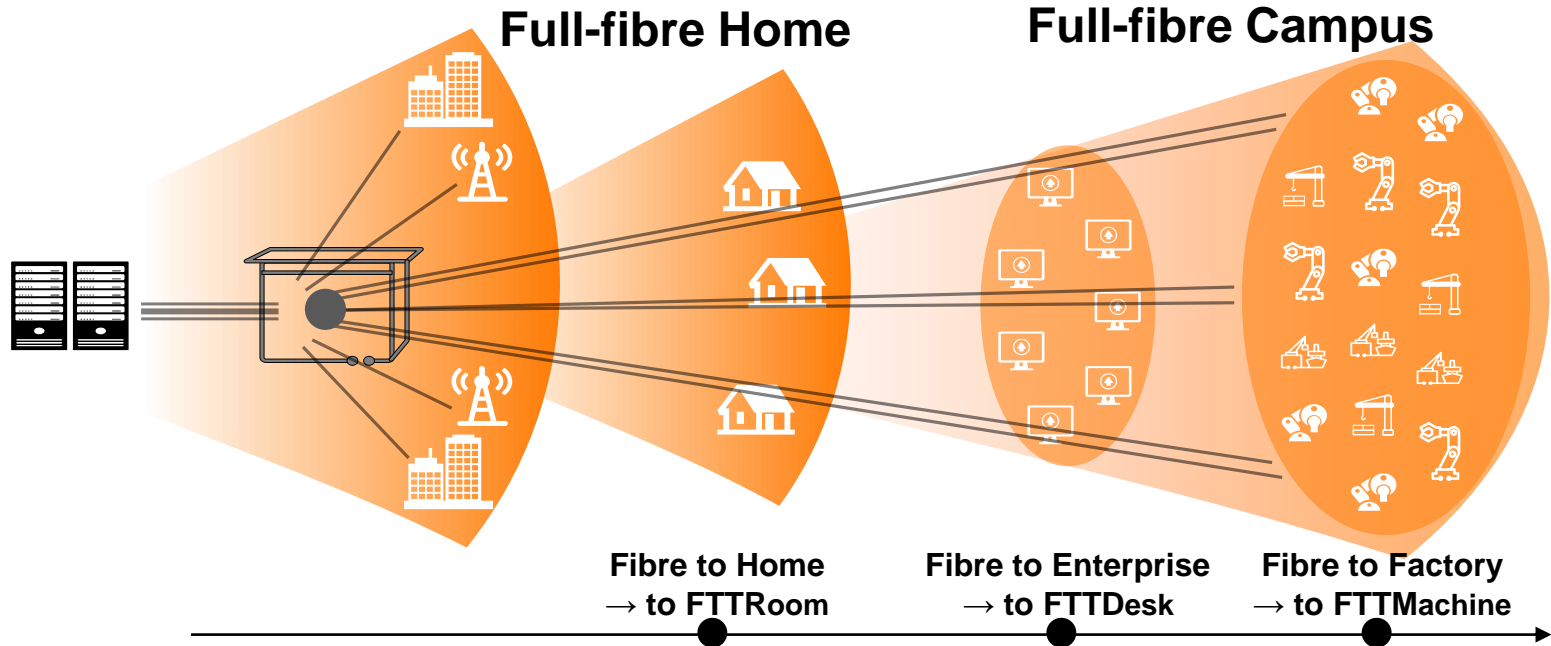
4 Keep control of the Home LAN Wi-Fi performances



# Thank You.



# Fibre to Everywhere for an Unlimited Future



## Fiber to Everywhere to make fixed access future proof

- Extending to more end-user : Home, Room, Business, Mobile, Device, Machine, etc.
- Reducing everywhere the fibre-to-end user distance: Km → 100m → 10m → 1m
- Number of connections expanding: X3 (Room), X10 (Desk), X30 (Machine), X100 (Smart city)