



Press Release

**PingPing and Alcatel-Lucent join efforts to encourage the development of new applications for contactless payment and services**

*PingPing™ and touchatag™ create open reference model for contactless applications*

Paris and Antwerp, June 2, 2009 - PingPing™ and Alcatel-Lucent (Euronext Paris and NYSE: ALU) with its touchatag™ Venture have agreed to work together to create an open model to encourage the development of new applications for contactless cards and mobile payment technology.

Contactless applications are the next step in the evolution of the "electronic wallet." Among other things, this technology makes it possible to pay for a service, such as a theater ticket or gas purchase, by simply waving a contactless card or mobile phone in front of the register or even a poster.

PingPing™, an independent brand by Belgacom for mobile & micro payments, and touchatag™, an Alcatel-Lucent Venture, have teamed to define a business model that combines PingPing's payment system for mobile phones and touchatag's contactless services, such as interactive advertising, loyalty programs and coupon services. By the fall of this year, Belgian consumers will be able to use one contactless card or sticker to initiate a variety of applications, as opposed to numerous cards currently required. Both parties will also support Near Field Communication (NFC) phones; these are devices that have a contactless reader and scanner built-in, as alternatives to contactless cards.

PingPing™ and touchatag™ will work together to create an accreditation program that will allow other technology suppliers, operators and application developers to develop new programs and uses for the technology.

By creating an open model, innovators can develop new applications and features that will expand and enhance the capabilities of the electronic wallet. With a single contactless card or RFID (radio frequency identification) sticker, a consumer will be able to access new services, add loyalty services, pay for services and receive information. For example, someone walking past a movie poster can use his phone to learn more about the movie, see recent reviews, check on movie times and seating availability and even buy a ticket for a particular showing, simply by holding his cell phone near the poster and clicking a few buttons.

"PingPing™ now wants to open up this technology to the creative power of many developers and we have adopted a very open approach to the market, and our cooperative agreement with touchatag™ is a logical extension of that approach," said Stijn Vander Plaetse, vice president Innovation at Belgacom. "We want to combine PingPing™ payment services with many new and exciting value-added services on one single contactless card or mobile phone, making it easier for the consumer and the companies they want to do business with."

Accor Services, which provides meal vouchers and other employee benefits, is the first company to trial the PingPing™ payment system in combination with touchatag™'s contactless applications. Alcatel-Lucent employees in Belgium have been using a contactless card with touchatag™ as a replacement for paper meal vouchers since June 2008. . Accor Services has found that the service provides savings in the distribution, and is very user-friendly for the consumer.

It expects to extend the trial to include PingPing™ payment and a range of other services such as, interactive advertising applications, interactive displays, loyalty programs and coupons. These services can increase the value of the card to Accor Services' customers while contributing to Accor Services' efficiency.

"This cooperative relationship with PingPing™ will change the paradigm of payment and loyalty cards," said Anthony Belpaire, General Manager of the touchatag™ Venture. "Today, too many of us suffer from "fat wallet" syndrome as we place more and more payment cards and store loyalty cards into our wallets and back pockets. This technology enables us to pack all of that information on one card or even a mobile phone. With this card or phone, the consumer can easily complete a transaction or quickly download information on the spot. It will enable consumers to add the applications and information that they choose and make it possible for companies to expand their service offering to their customers."

For more information:

<http://business.touchatag.com>

<http://www.pingping.be>

#### **About Belgacom**

The Belgacom Group is Belgium's reference provider of integrated telecommunication services. Bolstered by its long-standing experience as Belgium's incumbent operator and its capacity for innovation, the Belgacom Group, thanks to its subsidiaries, is able to provide all its customers, regardless of their profile - whether private or professional, company or institution - with a comprehensive range of offers and solutions in fixed and mobile networks.

The Belgacom Group offers a complete quadruple-play solution that integrates fixed and mobile telephony, Internet and television. It is committed to meeting the expectations of its professional and residential customers, and innovates in order to anticipate their future needs, drawing on the latest technological developments. With a view to closing the digital gap, the Group is also committed to promoting electronic services and providing a wide range of innovative applications.

#### **About Accor**

Some data about Accor Services in Belgium:

- Belgian and world leader on the market of prepaid solutions (55 % of market share in Belgium for Ticket Restaurant®)
- A broad product range of which most known are the Ticket Restaurant® and Ticket Compliments® Supreme Award whose issue volume is in constant growth
- A network of 50.000 affiliated members
- 40.000 customer companies
- More than 1,2 million users

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in its two core businesses:

- Hotels, with the Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as Lenôte.

- Services, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.

For more information: <http://www.accorservices.be>

#### **About Alcatel-Lucent Ventures**

Alcatel-Lucent Ventures is a new business engine within Bell Labs. It identifies game-changing ideas and commercializes these ideas into new products and services for network operators, enterprises and end-users. Ventures extend from the concept stage to commercial readiness, driven by fast-moving teams of motivated internal entrepreneurs who combine their own ingenuity with nimble business processes to create product solutions that address customer needs.

With competency centers in Antwerp, Belgium and New Jersey, USA, Alcatel-Lucent Ventures has successfully commercialized eight products and has a portfolio of ventures in development.

#### **About Alcatel-Lucent**

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted partner of service providers, enterprises and governments worldwide, providing solutions to deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues of Euro 16.98 billion in 2008 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com>

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