



Paris, June 15, 2017

A WORLD FIRST ON THE PMU STAND! REMOTELY PILOTED DRONE RACES

On the occasion of Viva Technology 2017, PMU is offering the chance to live an extraordinary experience from its stand: drone races at the ParisLongchamp racecourse, remotely piloted from the PMU Lab at Vivatech Porte de Versailles in Paris. Piloting of drones at distance has never taken place before. This world first will take place with the support of French partners offering cutting-edge technologies.

From 15 to 17 June, PMU invites you to its stand where the drone races will be organised between 4 professional pilots installed in the PMU Lab. At a distance of 5 km from there, the Parrot Bebop 2 FPV quadricopters will be operating at the Paris Longchamp racecourse. The races will take place on the straight in front of the grandstands over a length of 100 meters, marked out with obstacles to make it as close as possible to the world of horse racing.

Each race will last between 1 minute 30 and 2 minutes.

They will be broadcast live on a giant screen at the PMU Lab, and therefore visible to all visitors.

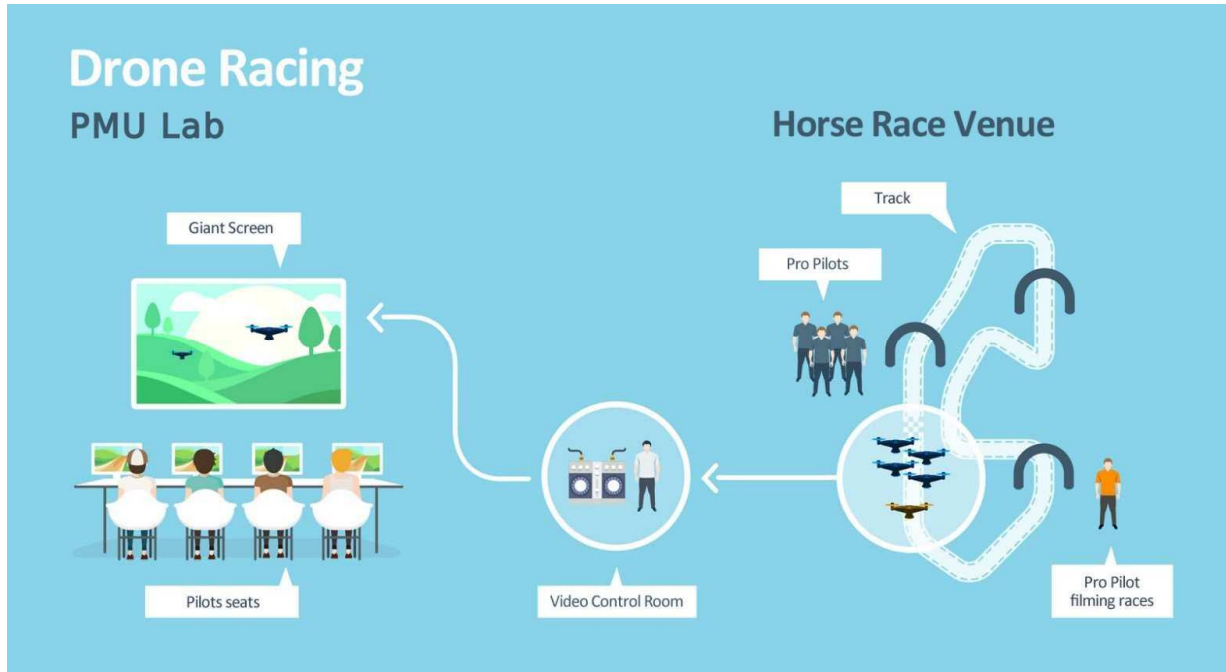
- On board each Parrot Bebop 2 FPV is a 14MP Full HD camera to provide a live broadcast of what the drone sees, and also to allow the pilots to perform their manoeuvres with precision. The images captured by each drone will also be visible to the public via the giant screens.
- In addition, all the races will be filmed by a drone and by cameras on the ground, and the images will be broadcast at the PMU Lab on a giant screen.

Beyond the technological achievement on the occasion of Viva Technology, this experience is part of the innovation strategy pursued by PMU and the horse racing sector, which are working to renew the experience of betting and the sporting spectacle. Through the PMU Lab, its internal structure dedicated to innovation, PMU has put in place this world first by combining the most advanced skills and technologies from partners recognised for their expertise in the field, all of them part of La French Tech.

The growing development of drones and the various national and international competitions seem to be a significant asset in becoming an actor in this ecosystem. Some foreign betting operators are taking bets on races of this type, and PMU wants to become the benchmark for this in France.



How does remote piloting work?



The “remote” piloting of civilian drones is a world first.

The Paris Longchamp racecourse

Currently being renovated, the ParisLongchamp racecourse, managed by France Galop, will reopen on 8 April 2018. It will be not only a racecourse, but also a place for events, leisure, culture and innovation open to all. France Galop is very pleased to be associated with PMU for this operation and to welcome the world’s first remotely piloted drone race on the occasion of Vivatech.



Paris Longchamp Racecourse – Opening planned for April 2018

Follow PMU on www.horseraces.fr, <http://entreprise.pmu.fr/en/>
To contact us: international.info@pmu.fr



Drone race programme

1st race Thursday 15 June at 14:45.

Races throughout the afternoon of Thursday 15, then all day on Friday 16 and Saturday 17 June.

How to follow the races outside of Vivattech

Live Stream on YouTube: <https://youtu.be/80tf0INDdCI>

Twitter @_PMU

Partners

To organise this world first, PMU has teamed up with partners recognised in their fields, all of them French companies.



- **Dronisos:** Race designer and developer of the remote piloting solution
- **Parrot:** drone supplier (Bebop 2 FPV)
- **Orange Business Services:** providing connectivity with a very high speed fibre link between Paris Longchamp and Vivattech
- **France Galop:** providing the Paris Longchamp racecourse
- **GTHP:** Audiovisual resources
- **GlobeCast:** ensuring the capture and live broadcast of audiovisual and multimedia content



About PMU

PMU has always placed technological innovation at the heart of its strategy and has committed to an ambitious strategic plan, PMU 2020, which includes in particular a digital transformation component.

From the first bet placed by telephone in 1968 to digital touchscreen interfaces, from the Minitel to virtual reality, innovation has always been an essential part of our activity, to meet our customers' expectations.

Today PMU, like all companies, must innovate as competition and customer expectations become ever stronger.

PMU has also embarked on a strategy of innovation and adaptation of its offer and its services in order to stimulate a strong dynamic for betting in France and to win over new customers.

Contact: Paolo ANTONIO, +33 6 88 29 80 63, paolo.antonio@pmu.fr

About Dronisos

Dronisos, based in Bordeaux and London, is a specialist in the creation of complete services based on autonomous drones.

Dronisos has taken part in numerous international drone shows, indoors and outdoors, using swarms of up to 100 drones. By using this same technological base, Dronisos provides automatic inspection solutions for industry, for the monitoring of pylons, solar power stations or construction sites.

At Vivatch, Dronisos is providing the system for remote piloting of the drones between the Longchamp racecourse and the Vivatch show. Dronisos is also putting on an automatic drone spectacle using the Bebop 2 from French constructor Parrot.

Contact: Jean MEILLON, +33 6 78 98 94 56, contact@betomorrowdrones.com

About Parrot

Founded in 1994 by Henri Seydoux, Parrot designs, develops and sells high-technology wireless products intended for the general public and for large companies.

The company relies on a common technological expertise to develop three main sectors:

- Civilian drones including leisure drones and solutions intended for professional markets.
- Connected devices in the areas of sound and the garden in particular.
- The automotive sector with the widest range on the market of hands-free communication and info-entertainment systems for cars.

Parrot, based in Paris, now has more than 700 staff throughout the world and the great majority of its sales are international.



Since 2006, Parrot has been listed on Euronext Paris (FR0004038263 – PARRO). For more information:

www.parrot.com

At Vivatech, Parrot is supplying the Bebop 2 FPV drones and has also selected the five pilots who have taken up the challenge to compete in this remote-controlled drone race, unique of its kind!

A Parrot flight space will be installed on Saturday 17 June on the PMU stand to allow young and old to learn how to fly a drone through fun initiations using a horse racing theme. As for expert and knowledgeable pilots, they can compete against others in Parrot Minidrone challenges, and try to win one of the many prizes on offer.

Contacts: Vanessa Loury - Fabien Laxague vanessa.loury@parrot.com / fabien.laxague@parrot.com Tel.

+33 (0)1 48 03 60 58 / 89 83

About Orange Business Services

Within the Orange telecommunications group, the 21 000 staff at Orange Business Services are dedicated to French and multi-national companies on the five continents, and support them daily in their digital transformation. Orange Business Services is at the same time an infrastructure operator, a technology integrator and a supplier of value-added services. It provides companies with digital solutions for their employees (collaborative spaces and mobile workstations), for their clients (omni-channel customer relations and development of new services) and for their projects (enhanced connectivity, flexible IT infrastructures, cyber defence). Integrated technologies range from next-generation networks (SDN / NFV) to Big Data, and including connected objects, cloud computing, unified communications and collaboration applications, and cyber security. More than 2 million professionals, businesses and communities in France have put their trust in Orange Business Services. Internationally, this includes more than 3 000 world-renowned multi-nationals.

For more information, visit www.orange-business.com or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the principal telecommunications operators in the world, with a turnover of 40.9 billion euros in 2016 and 265 million customers across 29 countries as of 31 March 2017. Orange is listed on the NYSE Euronext Paris (ORA) and on the New York Stock Exchange (ORAN).

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Contact: Caroline Cellier, +33 1 55 54 50 34, caroline.cellier@orange.com



About France Galop

France Galop, as the parent company of the gallop, plays an essential role in the organisation of more than 7 000 flat and jump races in France each year. It has also established itself as organiser of great horse racing events of international renown, such as the Qatar Prix de l'Arc de Triomphe, the Prix de Diane Longines, the QIPCO Prix du Jockey- Club and the Grand Steeple-Chase de Paris.

France Galop also manages 3 of the best-known training centres in the world (Chantilly, Maisons- Laffitte and Deauville) and 6 prestigious racecourses - Auteuil, Saint-Cloud, Maisons-Laffitte, Chantilly, Deauville as well as ParisLongchamp

About GTHP

The Media Hub of the racing institution and its audiovisual production branch (GTHP) have fixed and mobile production resources for filming horse races in Paris and the French provinces.

Each year, it produces more than 1200 videos of meetings (10 000 races) for the Equidia channels and their digital platforms, for the national broadcaster (TF1 group), for betting operators (PMU) and for international clients.

About Globecast

Owned 100% by Groupe Orange, Globecast offers solutions for media contribution, revenue generation, distribution and management. Globecast lets its clients reach any audience on any platform in the world (OTT, satellite and fibre...). Globecast offers a worldwide service thanks to its experts and technical centres in London, Paris, Singapore, Los Angeles, Rome and Johannesburg, as well as multimedia centres, which take care of content management and broadcast services. Globecast offers a global, end-to-end, customised turnkey solution to meet the goals inherent in its customers' businesses. www.globecast.com

During the drone race, Globecast will deploy multi-media transmissions and reception facilities (fibre, streaming) to provide PMU with the signals necessary for the broadcast of the race.

Globecast will stream the drone races on its own social networks as well as those of PMU: YouTube, Facebook Live and Twitter Live (via Periscope).