

## Sneak preview of Pick&Play, Pikeo by orange first iPhone application

**Orange launches Pick&Play, a new iPhone application to discover Pikeo community funniest pictures.**

Available by the end of December 2008 in the Apple application store, Pick&Play invites iPhone users to play a memory game to discover, collect and share Pikeo funniest pictures. The goal is simple: win funny pictures by pairing up all the cards in as few clicks as possible.

This application will be available for free in French, English and Spanish and will join the already popular Orange applications (Liveradio, Orange spot'finder, mazionevideo).

### Pick&Play main features :

- Pair up the pictures in as few clicks and time as possible
- Win and collect unusual and funny pictures
- Share your funny pictures by email
- Customize your game with your iPhone pictures
- Directly from Pick&Play, discover the pictures authors on Pikeo mobile website (<http://m.pikeo.com>) specially adapted for mobile screen



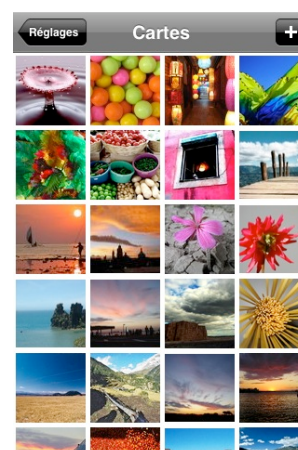
Shake to start !



Play !



Send !



Discover !

### Test Pick&Play in sneak preview !

To catch your Pick&Play private version and test it before the official launch : send your contact details (Name, website, email) and your iPhone UDID to Pierre Eric Jacoupy ([pierreeric.jacoupy@orange-ftgroup.com](mailto:pierreeric.jacoupy@orange-ftgroup.com)).

Discover through Pick&Play the best of Pikeo community.

### About Pikeo by Orange :

Pikeo by Orange ( [www.pikeo.com](http://www.pikeo.com) ) is the Orange picture community website inviting every Internet user to make discover and share its own universe in pictures. This service is free of charge and allows to archive pictures and to expose them to friends, family or to all the Internet users, and to position them on a worldmap.

Available in French, English, Polish, Portugese ans Spanish, share your talents, tripbooks, collections and your world feeling with your friends, family, and everybody online as well.