

Vodafone: ATAC bus tickets can be bought via SMS simply with a mobile phone top-up

Rome, September 15, 2005. Vodafone customers can use their mobile phones to buy surface public transport tickets. To activate the service one must first open an *electronic purse* or activate a *Vodafone Cash Card*.

To open an *electronic purse*, simply buy a top-up card, call the free number **800.987.804** and follow the normal top-up procedure choosing option 3 to activate the *electronic purse*. In this way the top-up sum will be destined exclusively to purchases via SMS.

To activate *Vodafone Cash Card*, a rechargeable credit card, download the form on the www.190.it site and follow the instructions. *Vodafone Cash Card* is connected to the mobile number and enables you to buy bus tickets without having to activate an electronic purse. *Vodafone Cash Card* is a prepaid card issued by Istituto Centrale delle Banche Popolari Italiane allowing you to buy in the shops or online and draw cash without having a bank account or being of age. It is totally safe to use in Italy and abroad on the VISA circuit, like a proper credit card. Movements and balance can be checked any time on your mobile phone. Moreover, thanks to purchases made using *Vodafone Cash Card* you can accumulate points for the Vodafone One programme.

After having activated one of the two modalities, to buy a public transport ticket just send an SMS to the number **48299** containing simply the word "**BIT**". After a few seconds you will receive an SMS with all the data of the ticket you have purchased, valid for 75 minutes from the moment of receiving the message.

The Telepay system for Rome public transport tickets was invented by Vodafone and ATAC in 2002 and tested by Vodafone for 24 months on a sample of 200 citizens.

"Our aim – says Pierpaolo Cardamone, Director of Centro Italia Vodafone – is to improve the quality of people's working and private life with services accessible to all but technologically very advanced and innovative, applicable to all fields, even the more 'traditional' ones, like buying a public transport ticket. We have developed a service open to everyone, which doesn't require a credit card or bank account".