

VODAFONE ITALIA AT EUROPEAN PHOTOGRAPHY WEEK

EXHIBITIONS, CONFERENCES AND WORKSHOPS PROMOTED BY THE MUNICIPALITY OF REGGIO EMILIA

Reggio Emilia, April 20, 2006. Vodafone Italia is partnering the Municipality of Reggio Emilia in promoting and supporting the events of the European Photography Week from April 28 to May 5, 2006.

Photography combines artistic and cultural interpretations with the most advanced technological tools. **Vodafone Italia** offers innovative solutions for the integration of mobile telephony and photography. The multimedia message service or **MMS**, the highest expression of this integration, offers customers the opportunity to take photographs in important moments and on special occasions and send them via the **Vodafone UMTS** network.

Vodafone Italia will attend one of the meetings organised in collaboration with the University of Modena and Reggio Emilia at the Faculty of Communication Sciences and Economics. The seminar, titled "*Mobile phones and new creativity*", will be held on Tuesday May 2.

Vodafone Italia's partnership of the event and collaboration with the local authorities testifies to the company's participation in local affairs, in particular in the city of Reggio Emilia.