



Comune di Roma
Assessorato alle politiche culturali



BiblioSMS: the City of Rome's Department of Cultural Affairs, Libraries of Rome and Vodafone Italia join forces to make all the books, audio CDs and videos in Rome's libraries available to the city's inhabitants via SMS.

Rome, 15 March. “**BiblioSMS**”, the service created by Libraries of Rome, the Department of Cultural Affairs and Vodafone Italia, is being launched today. By sending an SMS to the number **340 4312530** users can search the catalogue for books, audio CDs and videos available in Rome's libraries, receive information about the opening times, addresses and telephone numbers of Rome's 35 libraries, obtain news of events organised that same day or immediately after and ask the librarians specific questions.

The head of the City of Rome's Department of Cultural Affairs, **Silvio Di Francia**, pointed out that “Libraries of Rome has availed itself of the knowledge tools provided by new technologies to give Rome's inhabitants, especially the young, greater access to culture and information, and to foster the development of communication in all its forms”. **Igino Poggiali**, Chairman of Libraries of Rome, added: “The right to information and culture is an essential condition for the development of the individual and Libraries of Rome wishes to guarantee this right for each person through both traditional and innovative means, such as text messages”.

“Back in 2002 Vodafone Italia chose Libraries of Rome to be the recipient of the Vodafone Foundation's first financial contribution, which was put towards the development of an automated lending system. Now this service, thanks to BiblioSMS, is available to everyone on their mobile phone,” says **Caterina Torcia**, Vodafone's Social Responsibility Manager. “Vodafone Italia, which is the technology partner for this service, handles activation, hosting, assistance and application development for the **text messages** sent to libraries. The cost of the SMS is based on the price plan applied by each operator.”

In particular, users can dial the number **340 4312530** and send an SMS containing the text **servizi** to receive an answer listing all the services available. Information about books, videos and CDs in the catalogue can be obtained through a search either by author, by typing in **autore** (space) and the name and surname of the author of the book, CD or video, or by title, by typing in **titolo** (space) and then the title of the book, CD or video. For information about opening and closing times, the SMS must contain the text **orario** (space) plus name of the library. For a complete list of libraries in Rome, the SMS must contain the text **biblioteche**. For news about cultural events, users must type in the text **news**. Specific information can be requested by sending an SMS to the same number, **340 4312530**, with the text **domanda** (space) and a text message of up to 160 letters. The sender will receive an answer from the Libraries of Rome staff within 48 hours.

More information is available at www.bibliotecheidiroma.it.