



news release

VODAFONE RETE UNICA: INTEGRATED FIXED, MOBILE, SWITCHBOARD AND BROADBAND SERVICES ON THE VODAFONE NEXT GENERATION NETWORK FOR THE FIRST TIME

A REVOLUTIONARY EVENT FOR BUSINESSES, JUST ONE SERVICE FOR ALL COMMUNICATION NEEDS

Milan, 15 November 2007. The unification of all business communication services - fixed, mobile, voice, data and switchboard – is finally possible today. Vodafone Italia launches Vodafone Rete Unica, the first complete service for small, medium and large enterprises that integrates all business communication services, both fixed and mobile, and broadband connection, through a single operator.

Vodafone Rete Unica is the first concrete example in Europe of the huge potential of the Next Generation Network, the new technology platform combining the versatility and innovation of IP technology with the reliability and spread of mobile phone networks.

The resulting product – Vodafone Rete Unica – offers businesses a very easy way to manage all communication needs, freeing them from the maze of subscription fees, bills, contracts and technical assistance required for each separate service. Thanks to the new solution businesses can get rid of the switchboard, since these services are supplied directly by the Vodafone next generation network, allowing simple, flexible management of all communication services and considerable saving due to the simplification and elimination of infrastructural costs and charges.

Vodafone Rete Unica presents fixed and mobile numbers integrated into a single business network managed by Vodafone, and all the numbers become switchboard extensions. Employees will be free to choose whether to use a fixed or mobile phone and can be contacted through their personal extension number or call each other using the short company numbers, independently from their terminal.

The Vodafone network is also able to determine whether the mobile phone user is located within the office area, in which case a special tariff equivalent to that of a fixed phone is applied.

Vodafone Rete Unica also includes access to internet and principal data services. Connectivity is based on XDSL technology, according to different solutions based on size and needs of the business.

Vodafone Rete Unica presents many advantages: greater availability in the office and on the move, switchboard services not only for fixed, but also for mobile phones, lower management costs and charges due to switchboard elimination and a single operator for all business communication, guaranteed cutting-edge technology and Vodafone's traditional commitment to quality of service for its customers, now extended to all the communication needs of businesses.

