



news release

VODAFONE ITALIA JOINS “FRANCIS BACON” IN MILAN

Tickets on sale via SMS for the first time.

Guided tours via MMS and SMS info service for visitors

Milan, 4 March 2008 – Once again, **Vodafone Italia** is collaborating with Palazzo Reale and **Skira**, the prestigious publishing house, on the occasion of the exhibition dedicated to **Francis Bacon**. The aim is to promote a cultural event of great importance to Milan, with the objective of going beyond traditional corporate sponsorship in order to make a direct commitment to the creation of new ideas and initiatives.

Vodafone, in partnership with Palazzo Reale and Skira, is playing an active role in promoting the event by contributing ideas and technological innovation, such as, for example, **the sale of tickets via SMS**. In collaboration with **Vivaticket**, Vodafone Italia will soon offer visitors the opportunity to buy their tickets via SMS – a truly innovative use of technology to benefit the art world and a simple, safe system that makes access easier for the public.

A year ago Vodafone Italia introduced another novelty into Palazzo Reale, by making information about the works on display available via MMS, a service used by over 700 visitors during a single major exhibition. This successful experience gave rise to the idea of preparing guided tours available via mobile, thus turning the cell phone into a tool capable of providing information about exhibitions in multimedia format (Bluetooth, SMS, audio, MMS). The service has since been activated and will soon be available to visitors at the Bacon exhibition, thanks to the partnership with **Antenna Audio Italia**, the world leader in the provision of audio-guides for exhibitions and museums.

Finally, Vodafone is offering all visitors to the Bacon Exhibition its traditional and much appreciated SMS information service free of charge, regardless of the operator used. To subscribe, users just need to send an SMS with the text “Bacon” (at the cost of a normal message) to **340 4399 777**. Data regarding subscribers to the service will only be stored for the duration of the exhibition.

However, the service can always be de-activated by sending an SMS to the same number with the text "Bacon OFF".

In making this innovative contribution, Vodafone Italia has confirmed its support for the arts and culture and for their systematic relationship with technology, with the aim of expanding content access and facilitating public participation, encouraging people to play an active role.