



news release

Vodafone and the exhibition “China: at the court of the Emperors” Three guided tour options on your mobile, for the first time in Italy.

***Romeo Gigli* describes the setting up of the exhibition, *the Children’s Tour* introduces young visitors to the works on display and *James Bradburne* presents his innovative exhibition layout in English for foreign visitors**

Rome, 5 March 2008 – Vodafone sponsors the exhibition “China: at the court of the Emperors” and presents a new technological service for the first time in Italy. Vodafone is offering visitors a choice of **three guided tour options free of charge directly on their mobile phone.**

Romeo Gigli describes how the exhibition was developed and set up on the basis of his original idea, **Percorso Bambini** provides simply-worded, interesting explanations of the works on display for children, while **James Bradburne**, Director of Palazzo Strozzi, presents his innovative exhibition layout in English for foreign visitors.

To access the service, activate your mobile’s Bluetooth on entering the Palazzo Strozzi loggia, near the ticket office, and download the application for the exhibition. At this point you can choose one of the guided tours. You will find detailed information on how to use the service on a coupon handed over along with the exhibition ticket.

Vodafone Italia’s innovative contribution aims to bring together art and technology by supporting cultural initiatives with services that expand content fruition and facilitate the participation of the public, which now plays an active role.

The content of the three guided tours is by Antenna Audio (www.antennaaudio.com), for 20 years a leader at global level in the sector of audio and audio-visual communications for museums, exhibitions, archaeological sites and tourist attractions.