



news release

FRIENDS, INTERNET AND APPS, ALL ON VODAFONE 360 FIRST OPEN PLATFORM FOR INTERNET SERVICES

HUNDREDS OF APPLICATIONS AVAILABLE AT LAUNCH

VODAFONE 360 SAMSUNG H1 AVAILABLE IN STORE AND ON LINE FROM €

Milan, 30 October 2009 – Vodafone 360, the new open platform for internet services created by Vodafone, is being launched on the Italian market. Vodafone is the first mobile operator to enter a world previously dominated by handset producers and the biggest web companies, offering its customers open access to services to be made progressively available on a wide range of mobile phones, and thus to millions of people.

Vodafone 360 offers a single address book bringing together mobile, social network, instant messaging and e-mail contacts. Users will be able to enter the Shop to choose from a large selection of applications, music and games, search the Internet and, thanks to the Navigator and GPS function, find the easiest route to wherever they want to go.

The main services offered by **Vodafone 360** are:

- **PEOPLE** – The new address book brings together all your mobile, Social Network, e-mail and Instant Messaging contacts. All your information, photos, status and online availability are continually updated and accessible from both your cell phone and PC. An innovative 3D display brings the most frequently contacted people to the front and, having chosen the person to contact, you can then decide how to get in touch: by text, e-mail, chat, if on line, or by making a call. People enables you to organise your contacts into groups, choosing what information and content to share with each of them. Creating a Vodafone 360 account allows you to quickly transfer your address book to a new cell phone. Your Vodafone 360 account will be automatically updated with any changes you make on your cell phone and vice versa.
- **APPS** - Vodafone 360 offers a wealth of applications, hundreds of which already available at launch, to suit all a customer's interests, such as news, sport, finance, travel, fashion, cinema, games and horoscopes. Useful applications, such as the translator, converters, maps or *InfoConto*, providing updated information on your remaining phone credit, are also available. The Apps menu will enable you to personalise your phone settings and make you favourite apps more readily accessible by simply dragging them on to the display. You will also be able to access your favourite music tracks, e-mail, the internet and the **Vodafone Apps Shop**. **This is a store based on the platform created as a result of the JIL (Joint Innovation Lab) project, which brought together Vodafone, Verizon, Softbank and China Mobile and enables the developers to create applications that can be used on a wide range of cell phones and potentially by billions of customers around the world.**
- **SHOP** - Vodafone 360 offers a Shop where you can buy or download free of charge all the new music, games, apps, TV programmes, ringtones and much more content directly on to

you cell phone. You can also file a review of the content bought or offer advice to other customers.

- **NAVIGATOR** – Vodafone 360's Navigator provides a voice navigation system to help you reach your destination or the specific address of a place of interest (shops, restaurants, cinemas...). You can quickly find out where your friends are by visualising their location on a map and, if you want, share your location with them and comments on your favourite places.
- **PHOTOS** – The Vodafone 360 handset allows you to take and share your favourite photographs. The pictures stored can be organised into albums and shared with Vodafone 360 groups and other Social Networks. All your photos are stored securely and cannot be viewed by anyone without your explicit consent.
- **UPDATES**- The www.360.com site synchronises automatically with your Vodafone 360 handset. In this way your contacts and content will always be updated and secure. www.360.com is the ideal solution for managing your communications, importing your contacts from your cell phone, Social Networks, and your e-mail and instant messaging accounts.
- **PRIVACY** - Vodafone 360 is equipped with a series of settings designed to protect your privacy, enabling you to control which groups can view any shared data or photos or your position on a map. Privacy settings can also be selected directly from your Vodafone 360 phone and web account.

TELEPHONES

To get the most out of the revolutionary suite of services, Vodafone is offering the **Vodafone 360 Samsung H1** and **Vodafone 360 Samsung M1**. The new handsets, distributed exclusively by Vodafone, will be available in store and from the online shop at www.vodafone.it.

The new **Vodafone 360 Samsung H1** will be available from early November. This exclusive touch screen cell phone has a 16 GB memory, expandable using a Micro SD card, a 5 megapixel camera and a 800x480 pixel screen with 16 million colours. Connectivity is provided by integrated HSDPA, Wi-Fi and Bluetooth access and GPS access for navigation.

The second half of November will see the arrival in store of the **Vodafone 360 Samsung M1**, with a 1 GB memory, expandable using a Micro SD card, a 3 megapixel camera and a 3.2-inch screen. Connectivity for this model is also provided thanks to integrated HSDPA, Wi-Fi and Bluetooth access and GPS access for navigation.

All Vodafone 360 services will be made available over the coming months on a growing range of handsets.

OFFERINGS

Vodafone is offering all its **Mobile Internet 360** customers the chance to navigate the internet and get the most out of its Vodafone 360 services and Apps, with up to 500Mb of traffic a week or 2 GB a month, at prices of €3 a week for pay-as-you-go customers or €10 a month for contract customers. Mobile Internet 360 is being offered free of charge until 30 November 2009.

All customers who choose one of the **Vodafone 360 Più Facile** plans will be able to buy the new handset at a reduced price, from €0 to €399, in addition to free calls to all numbers and unlimited calls to their favourite Vodafone number, with no fixed connection charge. Customers who opt for the **Vodafone 360 a rate** offering will, on the other hand, be able to buy the new Vodafone 360 Samsung H1 handset for €199 by paying a monthly fee of just €9 for 24 months.

In addition, all contract customers who sign up to the Mobile Internet 360 promotion will have immediate access to **Daily Travel Tariff Phone**, offering 5MB for €5 a day in order to navigate and use Vodafone 360 services when travelling in Europe.

Finally, customers who don't wish to have limits placed on how much they talk to their friends will be able to activate the **Vodafone Zero Limits** plan for just €1 a week. This gives them a host of benefits such as 1,000 minutes of calls and video calls after the first minute and 100 free texts and 100 free MMS a day to all Vodafone numbers after the first of the day, in addition to the chance to navigate free with Vodafone 360 until 30 November 2009 and after that for 30 cents a day.

The Vodafone 360 Samsung H1 will also be available to all private customers for €499.

Further information on the Vodafone 360 phones and how to purchase them on line is available at www.vodafone.it.