



VODAFONE ITALIA AT THE XXth INTERNATIONAL BOOK FAIR

INFORMATION VIA SMS ON ALL THE EVENTS

LITERARY VIDEOBOX VIA MMS AT WWW.FIERALIBRO.IT.

Milan, 2 May 2007 - **Vodafone Italia** is collaborating with the **XXth International Book Fair in Turin** by making its technology and services available for simple and immediate communication.

SMS SERVICE. Vodafone is offering a free SMS information service for everyone seeking information about the events scheduled from 10 to 14 May. The service is easy to use and already active. To subscribe, simply send an SMS to the number **340 4399018** containing the text "confini". The cost of registering is the same as a normal SMS, depending on your operator and price plan.

MMS VIDEOBOX. If you want to take part in the event at Lingotto, even if only at a distance, send your opinion via MMS to the number **346 4646446**, including the word "confini" in the text. Whereas if you want to record your message directly at the Fair, at Pavilion 5 you will find the literary VideoBox set up by Ars Media, Fnac Laboratorio Scrittura Mutante.