



Vodafone to be technology partner of Metro' del Mare Consortium, serving the public

Naples, November 14, 2003 – The convergence of the telecommunications and IT sectors has led to a growing need to have access to continually updated information, wherever we are, and to interact with it in an easy and timely manner, preferably in *mobile* format.

It is with this spirit and aim that Vodafone is cooperating with the Campania Regional Authority and the Metro' del Mare Consortium to create innovative solutions, designed to ensure that public information regarding the Consortium's regional ferry services can be readily consulted.

By sending a simple SMS to a Vodafone number (340/4390759 for Italians, and 340/4390762 for English speakers), users can receive timetable information on the Metro' del Mare Consortium's ferry services in Campania, in real time, direct to their mobile phone.

Out of a total number of approximately 170,000 ferry passengers, around 5,200 have requested information via SMS. This means that 3% of passengers have been able and have chosen to make use of the service created by Vodafone and the Consortium. An in-depth analysis of the figures reveals, moreover, that around 70% of the SMS sent by Italian users were received during the July-August period, whilst the distribution of SMS generated by foreigners was more homogeneous, with peaks in demand in September.

“In view of the fact that the SMS information service was launched after the start of the season,” commented **Maria Paola Masturzo**, Corporate Sales Director, Vodafone Italia Southern Region, “we are extremely pleased with the results. However, we are above all proud to have been able to work with the Metro' del Mare Consortium on a project providing a public service that is easy to use, despite the high technology involved”.