



***SMSPadova*, free information about your city over the mobile.**

The Municipality of Padua and Vodafone join forces to offer the public information on traffic, local services, events and weather via SMS.

Padua, November 25, 2003 - Today sees the launch of **SMSPadova**, a new public information service. The Municipality of Padua (Public Communications Department), in collaboration with Vodafone, announces the launch of a fast, innovative tool designed to bring local government closer to local people.

SMSPadova enables users to receive short text messages on their mobiles with information about what is going on in their city. This includes traffic information (road closures, diversions), local services, subsidies and deadlines, events (exhibitions, shows, conferences), and weather forecasts from A.R.P.A.V.

The launch of the service is being accompanied by advertisements in the local media. Information will also be made available by the Public Relations Office and on the Municipality's web site at www.padovanet.it

"This is an important initiative that provides us with a new means of communicating with the public thanks to what is by now a widespread and easy-to-use tool, such as SMS," declared **Padua's Mayor, Giustina Mistrello Destro**, who went on to thank Vodafone for choosing Padua as the first city in the Veneto region in which to launch the service.

"**SMSPadova** is a service with enormous potential. Not only can we supply local people with real-time information about traffic and weather conditions, but we can also have them take part in cultural events in the city and other public service initiatives", commented **Alvaro Gradella, Head of the Department of the Environment, Public Parks, Major Events, the Civic Network and the Public Relations Office.**

"Padua is our north eastern capital and SMSPadova, the first initiative of its kind in the Veneto region, confirms the importance the city and its inhabitants have for us," maintains **Salvatore Saia, General Manager for Vodafone Italia's North Eastern Region**. "Communication trials using such widespread technology," he added, "enable us to pursue our goal of getting near to our customers, which has always been one of our key values."

To sign up to the service all you have to do is send a simple SMS (you will be charged according to your price plan) with the code of the chosen service to **43 99 026** in the case of Vodafone customers, or **340 43 99 026** for the customers of other operators.

Users may choose one or more of the four services available.

Traffic (code = VIAB)

Weather forecasts (code = METEO)

Public services and announcements (code = SERV)

Events (code = EVENTI)

For example: a Vodafone customer wishing to subscribe to the traffic service should send an SMS to 43 99 026 with the text VIAB. A customer of another operator who wishes to subscribe to the weather forecast service should send an SMS to 340 43 99 026 with the text METEO.

It is also possible to subscribe to the **SMSPadova** service via Internet at the Municipality of Padua's web site at www.padovanet.it

Once you have subscribed, the information you requested will be sent free to your mobile phone.