



Great success for SMSPADOVA Information about your city free on your cellular phone

**Over 3.800 the citizens who subscribed
the service a month after the launch**

Padua, December 22, 2003 - After nearly a month since the launch, the service created by the Municipality of Padua in collaboration with Vodafone is having a great success: the citizens who subscribed at least one of the services enabling them to be updated in real time on weather forecasts, traffic conditions, events and useful information.

The services activated are nearly 7.700; each citizen has thus requested as an average at least two of the available categories.

Considering the importance and the success of the initiative, 95.000 copies of informative leaflets will be distributed in the periodical newspaper *Padova in Comune* that the Municipality sends to the Paduan families.

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

In order to sign up the service to receive information all you need to do is send an SMS (according to the cost of one's own phone plan) with the code of the chosen category to the number 43 99 026 in the case of Vodafone customers, or to 340 43 99 026 for customers of other networks. The codes are VIAB for road conditions and traffic, METEO for weather forecasts, SERV for public services and announcements, EVENTI to receive information about the events that are going on in the city.

The messages you receive are free, whoever your mobile operator is.

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