



## **VODAFONE: TOULOUSE LAUTREC, PICTURES FROM THE EXHIBITION VIA MMS**

### **Exhibition guide on Vodafone Live!**

Pictures, information and background details regarding the *Toulouse Lautrec – a look at life* exhibition, on show at Rome's *Complesso del Vittoriano* from October 11, 2003 to February 8, 2004, will be available to mobile users thanks to the *Vodafone Live!* multimedia platform.

Throughout the event – which will include around 200 works in which Lautrec evokes the spirit of Parisian life at the end of the 19<sup>th</sup> century – owners of MMS-enabled phones will be able to download pictures of works from the exhibition, which shows a world peopled by aristocrats and clowns, can-can dancers, brothels and cafés. They will have access to all the information about the exhibition by connecting to the *Vodafone Live!* multimedia platform.

**MMS** – pictures of the major masterpieces on show may be downloaded directly on to MMS handsets: by visiting the "Eventi&Mostre" area of the MMS section of [www.190.it](http://www.190.it), it will be possible to choose which of the pictures on show to download free of charge on to the user's MMS phone or to send to other mobiles.

**Vodafone Live!** and the WAP site – The owners of enabled handsets will have access, at any time, to information on Toulouse Lautrec and his works and details of the exhibition by connecting to Vodafone live! or Vodafone's WAP site, and going to the area dedicated to the exhibition: just select the item "Toulouse Lautrec – a look at life" under the "In Giro" -> "Eventi&Mostre" category.

**FreeTime SMS** – For updates on current exhibitions, events and cultural happenings, customers can call free phone 42774 or go to [www.190.it](http://www.190.it) and register for the FreeTime SMS service, activating the "Arte" category. The requested information will be sent directly to the user's mobile via SMS.

**Screensaver** – Anyone who wants to customise their computer screen with a Toulouse Lautrec masterpiece can download exclusive screensavers by visiting the pages dedicated to the exhibition at [www.vodafone.it](http://www.vodafone.it).