



Vodafone: Degas, pictures from the exhibition via MMS

Guide to the event on Vodafone Live!

Rome, September 30, 2004 - Pictures, information and in-depth analysis from “*Degas. Classical and Modern*”, an exhibition to be held at Rome’s Vittoriano Complex from October 1, 2004 and February 1, 2005, will be available over mobile phones thanks to the *Vodafone Live!* multimedia platform.

Throughout the duration of the event – featuring over 180 works including oils, pastels, drawings, sculptures and photos by Degas – MMS-handset users will be able to download pictures of some of the Parisian artist’s masterpieces and access a host of information on the exhibition.

MMS – photos of the principal works on show can be downloaded directly on to MMS handsets: by visiting the "Eventi&Mostre" area of the MMS section of the www.190.it site, it will be possible to choose which pictures to download free on to an MMS handset or to send to other cell phones.

Vodafone Live! and the WAP site – News regarding Degas and his works and information on the exhibition will be available, at any time of day, by accessing the Vodafone Live! menu from an enabled cell phone or by going to the special area of the Vodafone WAP site: all customers need do is select the item “Degas. Classical and Modern” from the category “In Giro” -> “Eventi&Mostre”.

FreeTime SMS – To receive updates on current exhibitions, events and cultural happenings, users can call free phone **42774** from their cell phone or connect to the www.190.it site and register for the FreeTime SMS service activating the category "Art": the information requested will be sent via SMS directly to the cell phone.

Screensavers – Exclusive screensavers with masterpieces from the Degas exhibition can be downloaded from the www.vodafone.it site.