



## THE MOBILE PHONE FOR BLIND USERS

The **Vodafone Speaking phone** speaks, reads and lets users send SMS

*Montichiari, May 6 – 9, 2005*

*Montichiari (Brescia), May 6, 2005 - Vodafone Italia* is once again this year a partner of the Dishow, the exhibition for technologies capable of improving the quality of life of disabled persons. The Company will use the occasion to show off its new cell phone for blind users, the **Vodafone Speaking Phone**, at the stand run by the Italian Association for the Blind (UIC).

Thanks to a special software, the Vodafone Speaking Phone reads and describes the icons in the menu to the blind user. It is also capable of reading text messages and allows users to compose and send their own messages.

Vodafone's close collaboration with the UIC on the Vodafone Speaking Phone project includes a trial phase, which is still in progress, and the subsequent distribution of the phones to as many blind people as possible.

*"We believe that the Vodafone Speaking Phone can help to improve the quality of life of the visually impaired who, in this way, can take full advantage of the services and all the opportunities offered by mobile telephony," declares Giovanni Orestano, Director of Vodafone Italia's North-western Region. "On the other hand, a company of our size must set itself ambitious goals regarding sustainability and social responsibility, aware of just how much we are capable of doing to improve certain aspects of life."*

Vodafone Italia is again providing a **Dishow SMS** service, which enables users to receive free text messages with information on the times and content of the various events planned to take place during the fair: sports events, films, theatre shows and scientific meetings.

There are three ways of subscribing: send an SMS (at the cost of an ordinary message) to the short number 4399008 (Vodafone customers) or 340 4399008 (the customers of other operators), indicating the word «Events»; connect to the [www.dishow.com](http://www.dishow.com) site and click on «Subscribe to Dishow SMS»; or connect to the [www.vodafone.it](http://www.vodafone.it) site, and go to the section «Public services - Access the Dishow SMS service».