



"CITTA' ON LINE" (CITY ON-LINE), AN INFORMATION SERVICE CREATED BY OMNITEL AND PAGINE ITALIA

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"Pagine Italia Fininvest" and Omnitel have reached an agreement for launching Città on line (City On Line), a new service placing all the information on single cities already contained in the printed versions of "Pagine Utili" (Useful Pages) at disposal also via cellular telephones

"Città on line" provides shops and craftsmen with a new means for transmitting information about their activities to the public at large. Users will be able to choose their favourite restaurant, find a craftman's firm for an urgent repair or find out whether there are any rooms available in a hotel simply by calling a Speed Dial number.

The new service will be at the disposal of the public within a few weeks. Each single advertiser in the "Pagine Utili" will be able to choose whether to advertise also in "Città on line" as well as in the traditional printed version published by Mondadori.

The service will be provided using also the first applications for the public at large based on integration between cellular telephony and the world of Internet. The platform used by "Città on line" will be the WAP protocol (Wireless Application Protocol), this being a set of technologies enabling navigation on the Internet by means of a cellular telephone without having to use a personal computer.

The agreement with "Pagine Italia Fininvest" comes only a few days after the agreement between Omnitel and Cisco System for developing new network technologies for integrated voice-data infrastructures. Indeed, Omnitel and Cisco System have already started working on the definition and consolidation of new standards for facilitating access to the Internet through cellular telephones, and the first results of their efforts will be available within six months.