



All you need to know about mobile phones

WAP WEEK, PREVIEW AND TRIALS ON SPAZIO OMNITEL'S WEB SITE

All the latest news can be found on the web site , the e-commerce site with 1,000,000 pages visited every day

Milan, 24th March 2000

SPAZIO OMNITEL ON LINE has been improved by new services in order to give detailed information on the most eagerly awaited cell phone products on the market, from the latest range of mobile phones to solutions for surfing the Net.

For those who would like to keep up-to-date with mobile phone novelties and/or to purchase a phone for the home, SPAZIO OMNITEL ON LINE now introduces **WAP Week**, the right time to buy one of the latest edition of WAP mobile phones with a Rechargeable cards. Furthermore, the **INTERNET AND WAP** sections provide cheaper and easier solutions for surfing the Net.

At the Web Site address there are also **PREVIEWS** and **TRY-IT-OUT SECTIONS**. In the first section, you can find all of the latest offers, mobile to mobile, with photos, descriptions and all the necessary information in order to discover all the important aspects of the products. Previews, are for visitors especially interested in the latest technology, and designed to provide answers to all their questions.

TRY-IT-OUT, on the other hand, is committed in testing mobile phones offered by the main constructors. Visitors can, therefore, access a whole area devoted to the features, functions and curiosities of each product, as well as a final summary to help them choose the right mobile for their needs.

The previews and tests are the tasks of the editorial office of **CELLULARE MAGAZINE**, a monthly magazine which specializes in mobile phones, which besides presenting new products, it also publishes numerous tests accompanied by scientific measurements carried out in specialized laboratories.

With these new services, SPAZIO OMNITEL ON LINE confirms itself as the reference Internet site for mobile telephones. After only 10 months from it being on the Net, from 24 March 1999, it has reached an average of 1,000,000 pages viewed each day.

Visitors registered with SPAZIO OMNITEL ON LINE can recharge their own cell phones or take advantage of promotional or special offers, subscribe, buy the **CARTA RICARICABILE** (Rechargeable Card) or the **CARTA SERVICES (SERVICE CARD)**, select the appropriate **EASY OFFER** and benefit from the **GIFT OPTION** by choosing a product, gift voucher and a greetings card that with a Rechargeable Card will be sent directly to the receiver through the short message service (SMS).

Within 48 hours from placing an online order, customers will then receive at the address given, their order by DHL courier. And not only this: customers are kept constantly informed through e-mail, of the various stages of the sale: (reception of order, delivery of goods to courier, state and time of delivery).

For further information, customers can send an e-mail to "web care", at the Bologna Call Center addresses to online after-sales service.

The security of SPAZIO OMNITEL ON LINE and, in particular, the protection of customer sensitive data is guaranteed by the SSL3 protocol which is, undeniably, the best encryption procedure for trading transactions.