



OMNITEL: AT SMAU 2000 WITH ITS NEW PAYMENT SERVICES, GPRS AND NEWS FROM THE WORLD OF THE INTERNET

*A stand with three principle thematic areas: OmniPay payment services, Innovation and Internet. CDs, interactive games and DVDs on sale at the stand with the prepaid OMNIPAY card distributed at SMAU. GPRS Preview, all the news for the Mobile Office. SMS treasure hunt.*

*Milano, 19 - 23 October 2000 - Omnitel presents its most innovative proposals and services for people on the move at SMAU 2000, the Italian exhibition of Information and Communications Technology which has reached its 37th edition.*

The Omnitel stand covers 200 m2, divided into three principle thematic areas: OMNIPAY payment services, the Internet and Innovation.

- Area: OMNIPAY - Payment services

- **OMNIPAY PREPAID**

Omnitel's new idea for e-shopping is an absolute novelty: OMNIPAY is a method of paying for on-line purchases, characterised by its innovation, simplicity and security.

At SMAU 2000 Omnitel presents the OMNIPAY concept, which from now on will identify its payment services, and the first two facilities in the series, OMNIPAY PREPAGATO and OMNIPAY ON PHONE.

OMNIPAY PREPAGATO is ideal for anyone wanting to make small purchases on-line, without using a credit card. From October 19th anyone can purchase the OMNIPAY card, available in the traditional 5,000 and 10,000 lire versions, from any of the widespread Omnitel distribution network.

Making purchases on-line with OMNITEL PREPAGATO is so easy and so secure: simply access a web site that displays the OMNIPAY icon, click on it to leave the Internet environment of the site you are visiting and enter another with a maximum protection and security level. Here the client types in the secret code found under the usual silver strip. Of course it is possible to check the residual credit of the card at any time, on the site which also shows a list of the sites that accept this method of payment.

- **OMNIPAY ON PHONE**

For anyone already holding a credit card who wants to make purchases on the Internet without an upper limit, but prefers not to type the credit card number on-line there is OMNIPAY ON PHONE. This link between the mobile phone and the credit card that makes it possible to authorise payments on the Internet by typing the cell phone number on line and using it to confirm payment.

- **Promotions at SMAU**

To promote OMNIPAY PREPAGATO, prepaid cards for a nominal value of 10,000 lire will be handed out at the entrances to the Fiera di Milano exhibition hall to be spent only at the Internet stations on the stand.

Visitors can use their OMNIPAY to buy an exclusive compilation on CD from the Vitaminic site, play in pay for play or purchase a video game or even a DVD film at the address Gameonline. All these offers can only be purchased by connecting to an Internet station located on the Omnitel stand

- Innovation Area

- **The GPRS**

The second major thematic area on the Omnitel stand at SMAU 2000 is dedicated to the arrival of the most eagerly awaited cellular phone technology of the year, GPRS, (General Packet Radio Service) launched just a few weeks ago and so a natural choice for presentation at this event.

The technical and commercial aspects of this new, standardised technology for the GSM radiomobile system, which introduced the transmission of commutated packet data via GSM are clearly explained in this dedicated area where a demonstration, explanations and personal elucidation is available from specialised Omnitel personnel.

Over the last few weeks Omnitel carried out the technical experimentation of GPRS with excellent results. In this initial phase of the service the users are existing Omnitel business clients located in the various Italian cities where the service is already implemented. Now their feedback is needed to be able to perfect the offer available to all clients over the coming months.

At the Omnitel stand the radio coverage through GSM cells has been increased with the new GPRS technology so that visitors can try out the new functions. For example, it is possible to see how and in what time frame the transmission of data between mobile phones occurs via GPRS, watch the transmission of a photograph by wireless between a PC and a GPRS cell phone and vice versa, or even to surf the Internet using a WAP (Wireless Application Protocol) and access a company database.

Finally, an absolute novelty: in the UMTS corner it is possible to see the first prototypes of third generation cell phones, available on the market from 2002, whose technology offers a platform for advanced services, ranging from voice transmission to data transmission, including videoconferencing.

In any case, the Omnitel client companies who use GPRS will immediately have the opportunity to try the applications connected with it. Omnitel already offers vertical solutions, created with its Corporate Mobile Solutions, for management of company information on the move and horizontally, thanks to agreements with world-class technologically advanced partners.

The GPRS solutions created by the Omnitel Corporate Mobile Solutions are also present on the stands of our partners Microsoft and Palm.

- **The Corporate Mobile Solutions offer**

In this area of the stand the Omnitel Corporate Mobile Solutions, the organisational unit dedicated to integrated solutions for companies, presents applications for the Mobile Office.

Thanks to recent agreements with such world-famous partners as Microsoft, IBM and SAP, Omnitel is in a position to offer integrated mobile connectivity solutions. With the technological platform POCKET PC from Microsoft, Omnitel proposes a remote connection from the company desktop, to personal and office productivity applications (e.g. e-mail, diary and calendar, word processing and data base programs) via GSM and now, via GPRS. The agreement with IBM aims to create e-business solutions with access from a cellular phone, while SAP, a leading software and management applications company has furnished mySAP.com Mobile Workspace, the platform that integrates information technology components with Internet using GSM and GPRS interfaces.

The commercial offers from Corporate Mobile Solutions are not limited to the Mobile Office: in fact at SMAU 2000 it is possible to see vertical applications for Sales Force Automation and for the Radio-location of company fleets.

- The Internet Area

- **Omnitel 2000**

- **Musica**

In this web-dedicated area, Omnitel presents the latest novelties from the multi-access portal Omnitel 2000. Considerable emphasis is on the MUSICA channel, which can be used through the Internet, Wap and now via voice with the service-event of recent months, 2552. This short number allows the user to music through Omnitel cell phones, carried out in collaboration with Warner Music Italia, Universal Music, Media Records and Vitaminic, for the licence to broadcast music. By calling 2552 it is possible to choose between Novità (previews, charts and mixes) and Juke-Box (Italian Music, International Pop, Rock, Rap and Dance, Special) following the instructions of the vocal guide.

During its first few months 2552 has registered more than one million calls, previewing music from Italian and international artists (Gigi D'Agostino, Irene Grandi, 883, Underworld, Blink 182, Morcheeba, U2, Bon Jovi, the Corrs, etc.) with a program that offers over 30 songs changed weekly.

The previews of 2552 are also available on the Internet, alongside the editorial and entertainment areas on the Music Channel (Radio, Discs & News, MP3, Concerts, Specials), which is also active on Wap (information service and music, with particular attention for Wappaminic, for the selection of the best tracks in MP3 format, thanks to an agreement with Vitaminic).

Apart from the music in the Omnitel 2000 area visitors to SMAU 2000 will be also able to navigate in the various sections, download ring tones and logos for their cell phones from the Internet and WAP, trade on-line with using a cell phone, visit the sports area and write directly to some of the Italian Gold Medalists of the latest Olympics.

Naturally the classic areas of the portal are unchanged, from the news with a special report on the American elections, to football with goals in 3D from the Italian A series championships, registering for real-time SMS on the stock market, football and weather. Navigation via WAP telephone will allow visitors to the Omnitel stand to discover the news from the mobile portal, connecting through their mail and navigating in a sea of information, a bona fide Internet service in your pocket.

- **The 2000 Shop Center**

Ample space is dedicated to the 2000 Shop Center, the e-commerce 'mall' of the portal and the WAP offer. With more than 100 major brands in various goods sectors, available to clients for purchases on the move, makes it the most extensive Italian e-commerce initiative and one of the most complete at a European level.

2000 Shop Center is a real on-line shopping center, organised by floors, departments, sections and shelves, divided according to products, with special offers and suggestions. The client can choose between products in the fields of high-tech, information technology, wines, sport, products for the home, travel, games, banking, fashion and beauty. Alongside the products the navigator will find an interactive section with news, promotions and special offers, the site search engine, client services, the map, on-line assistance and the shopping trolley.

The 2000 Shop Center offers maximum security for commercial transactions and a Customer Care service capable of assisting the client in all the phases of the purchase. It is based on an advanced commerce platform that makes it possible to manage and monitor on-line orders throughout the process, from the issue of the order to the delivery of the purchase to the end client.

- **Auctions via cell phone**

This is the latest frontier of mobile commerce, made possible thanks to an agreement between Omnitel and 12SNAP, the multinational that uses cell phone technology to offer such a distinctive service.

Participating in the auction is easy; the display of the cell phone is transformed into an auction room, reduced to the dimensions of just 8 x 3 cm - to enter simply register. Then, every seven days (on Sunday between 2000 and 2300 hours) the client will receive an SMS inviting him to the next week's auction.

By this method it is possible to buy tickets for concerts, theatre shows, electronic devices and household appliances, flights and last minute travel offers, and Fun hour products.

The name and the data relating to the product/service up for auction appears on the display, together with its list price and the starting price, which may be no less than 10% of the market value, and is in any case, always lower than the current price. The

auction lasts between 6 minutes and 35 minutes and closes, in any case, when 130% of the market value has been reached. Therefore the highest bid wins.

The winner of the auction can indicate the preferred delivery method (courier or express mail) and the method of payment (cash on delivery, or credit card). To register for 12SNAP simply complete the form available in the Spazio Omnitel shops connecting to the Internet site [www.12SNAP.it](http://www.12SNAP.it) or by calling the Freephone number 800-909390.

- **e-business Initiatives**

The Internet range offered by Omnitel at the stand is completed by the company's e-business unit with its 190 ON LINE, the Interactive Client Assistance, the SPAZIO OMNITEL ON LINE, the Omnitel web sales channel and the latest creation dedicated to the world of business, OMNITEL AZIENDE ON LINE. Activating 190 ON LINE, the first interactive web care for Italian mobile telecommunications, Omnitel has confirmed its vocation for innovation.

To access 190 ON LINE simply visit the site and directly from the home page click on the icon, structured in two macro-areas: information, accessible to anyone wanting to know about the Omnitel offers and an interactive area for Omnitel clients and people who love ringing tones, logos, messages with drawings and SMS to send free of charge.

In the second section, which represents the real novelty in the service, the client can enter 190 - FAI DA TE, and here he can change tariff sector, the personal details of the holder of the SIM Card (name, address, etc), activate or deactivate the additional services offered and, if a subscriber, access Infoconto and visualise his telephone bill.

Similarly an on line service has been set up for business clients, with a comparable approach to 190 ON LINE, allowing companies to easily manage and check subscription and rechargeable company cards.

Aziende On Line services will also be accessed through the Omnitel site. The business-dedicated area is structured in two major sections; the first is informative and offers an in-depth panorama of the offers and the opportunity to request a visit from a sales manager. The second part represents the first true interactive web care system in Italy and one of the first in Europe, and is destined for all existing Omnitel clients. In this section, apart from the purchase and the management of the SIM Card, it is also possible to monitor the cost of calls using useful analysis and elaboration tools including TALETE.

But SMAU 2000 is not merely an event for companies, it has become an appointment for all clients, ever more demanding and interested in attaining services with a high-tech component. Therefore Omnitel is taking advantage of this opportunity to present the latest novelties for consumers, such as, for example, the project COMUNE IN TASCA, a venture carried out together with local authorities to supply services and local information via WAP, as well as via the more traditional Internet links. It is easy for Omnitel clients to access this information: simply call the short number 2821 from a WAP telephone, select città on line, then comune in tasca

and the services and the information requested will be ready for consultation.

But the light hearted aspects not neglected either; this year on Friday, Saturday and Sunday at the Omnitel stand, it will be possible to take part in the first Treasure Hunt entirely managed by SMS.

The Omnitel stand will also be the reference point for anyone wanting to know more about the company and wishing to leave their curriculum vitae.

- **Useful information**

Finally some useful information for anyone wishing to visit the Omnitel stand: SMAU 2000 will be open from Thursday October 19th until Monday 23rd, opening hours from 1000 to 1900. On 19th, 20th and 23rd October the fair will be open only to professionals, while on Saturday 21st and Sunday 22nd SMAU will be open to the public. Omnitel will be present in Pavilion 15/2 in stand C44.