



**OMNITEL AND ERICSSON FOR 160 CREATIVE KEYSTROKES
AN ANTHOLOGY PREPARED BY COMIX OF THE MOST CREATIVE TEXT
MESSAGES IS NOW ON SALE IN BOOKSHOPS**

Milan, 10 November 2000 - Originality, creativity and imagination concentrated in the 160 characters of a text message, the most popular form of communication for young people for messages, games and - why not? - dating.

The success of text messages shows no sign of waning. In Italy alone there are millions of messages exchanged every day by people of all ages.

"My advice to the young is to treat their memory like a safe for storing all their life's messages" recommends **Fernanda Pivano** and whose advice Ericsson and Omnitel have followed by publishing *"CENTOSESANTA BATTITI CREATIVI"*, (One hundred and sixty creative keystrokes) a modern anthology in which aspiring poets, writers, websurfers and authors expressed their own ideas by participating in an unusual competition.

From mid-June until the end of August of this year, all the messages sent via mobile phone to Omnitel's number 2006, or through the Internet, were examined by a panel of experts that chose the most curious, original and amusing. *This legacy of ideas must be collected and preserved*", stressed **Fernanda Pivano**, in the preface to the book that views text messages not *"only as a simple greeting or meetings but phrases containing a complete story"*.

The book follows the success of *"HO SCRITTO T'AMO SUL TELEFONINO"*, by Franco Barbolini (I wrote I love you on the mobile phone), the "first practical guidebook for sending text messages and living happily", produced in association with Ericsson in February 2000.

"An idea capable of changing the world is often the result of the combination of creativity and simplicity, summarized in the space of a short message, - declared Gianfranco Piccolo, Omnitel's Advertising Manager - "and a company with a lively interest in everything that represents the search for new ways of communicating, such as Omnitel, cannot help acting as spokesman for this new direct and technological language, that young people like so much."

"Text messages have contributed to writing being rescued, and have helped create a new language, especially among the young. So after listening to their communication needs we launched Chatboard tm the keyboard that can connect up to our mobile phones to send text messages simply and quickly." - said **Benedetto Condreas**, marketing communication manager of Ericsson Mobile Phones and Terminals.