



OMNITEL FOR VIAREGGIO: VOTING VIA SMS FOR THE CARNIVAL FLOATS
An innovative enterprise dedicated to the Viareggio event promoted by Omnitel, "Il Tirreno" and Goingtonight

Rome, 9 February 2001 - It will be possible to vote for the big symbolic floats of the 2001 Viareggio Carnival via SMS from 11 February to 4 March.

An innovative enterprise, promoted by "Il Tirreno" newspaper, Omnitel and goingtonight.it, which, although not part of the official competition, will enable the public at large to participate and support the famous floats from even closer up during the five costume processions scheduled for 11, 18, 25, 27 February and 4 March in Viareggio.

Indeed, for the whole duration of the event it will be possible to vote for the first and second category floats from your own mobile telephone, by simply sending an SMS with the number of the favourite float (or the name of its maker).

Omnitel customers will be able to use the short number 4314242, whilst all the others will be able to send their SMS to the number 0348-4314242. It will be possible to vote every day, just once for each float, and receive in reply an update in real time on the positions of the chosen float in the ratings.

It will also be possible to receive the title and a short description of the papier-mâché work directly on your mobile telephone, again by sending an SMS to the same Omnitel service numbers dedicated to the Viareggio Carnival, but this time using the symbol "?" followed by the number of the float (or the surname of its maker). When the floats go by in the procession it will therefore be possible to have a better understanding of the constructions and, perhaps, also memorize the descriptive information for future reference.

Finally, direct contact with the Viareggio Carnival will be possible in the form of *confetti messages*, or rather SMS dedicated to brief comments on the event, again to be sent to the two telephone numbers of the service.

The most original SMS comments will be published in "Il Tirreno", along with the updated ratings, news and curiosities, and you will be able to consult these via the paper's website.

"Vote for the float with an SMS" is an enterprise created by Omnitel and "Il Tirreno", based on an idea by *Goingtonight*, the first mobile Internet village specialized in the integration of Internet technologies and mobile telecommunications.