



OMNITEL VODAFONE: KLIMT KOKOSCHKA SCHIELE EXHIBITION OVER THE MOBILE PHONE

A guide to the exhibition via WAP and voice

A screensaver dedicated to the show on the www.omnitel.it website.

Rome, October 5, 2001 - All the information regarding the exhibition, "Klimt Kokoschka Schiele: from Art Nouveau to Expressionism", in Rome from October 6, 2001 to February 3, 2002, will be available directly on the mobile phone.

Using the services provided by Omnitel Vodafone, a partner of the exhibition, a guide can be consulted through *Omnipланet WAP* and via voice transmission using *Omni Arte*. A journey through art and innovation to discover an event that has, for the first time, united three Austrian painters.

WAP Service

By connecting to *Omnipланet WAP*, at wap.omnitel.it and clicking on *Omnitel Services / "Culture and Environment"* then *Klimt Kokoschka Schiele Exhibition* all the information on the exhibition, the works of art and the artistic development of the three painters, who worked at the turn of the 19th and 20th centuries can be browsed using a WAP mobile telephone.

Voice Information Access

The guide to the exhibition can also be listened to on a GSM mobile telephone by dialling *Omni Arte* at 42727 while in the vicinity of the exhibition hall (Vittoriano, Piazza Venezia, Campidoglio, Via dei Fori Imperiali). On recognising the origin of the call the Omnitel network will transmit information regarding the exhibition or, if chosen, a description of the historical sites located in that area of Rome.

Omni Arte provides descriptions on city squares and historical sites located in the area from which the call originated. This service is available to over 16 million Omnitel customers and for visitors connected to the Omnitel network through roaming agreements. The service is provided in three languages: Italian, English and German.

The exclusive screensaver dedicated to the exhibition, provided by Omnitel Vodafone, depicts images of some of the major works of art and can be downloaded at www.omnitel.it