



OMNITEL VODAFONE AT THE SERVICE OF THE CAPITOLINE MUSEUM

ROME BECOMES FIRST MUNICIPALITY TO USE NEW TECHNOLOGY TO PROMOTE ART AND CULTURE

Rome, February 25, 2002 - The **Municipality of Rome**, in partnership with **Omnitel Vodafone** and **Zetema Progetto Cultura**, held a press conference today to present three innovative means of gaining access to the wealth of artistic heritage on display at the Capitoline Museum.

From today Italy's oldest museum space will enter the pockets and houses of all citizens thanks to the widespread use of mobile phones: voice, SMS, WAP.

A voice guide will provide visitors to the Capitoline Museum with information on the history of the Square and the Museum and on the main events currently taking place. The guide, which will be available in both Italian and English, will be easy and quick to use.

Omnitel Vodafone customers and overseas visitors linked to Omnitel's network via roaming can digit the short number **42901**; other operators' customers must call **+39 347 9070383**.

Anyone who so wishes, wherever they are and in real time, will be sent SMS with information on exhibitions, guided tours, workshops and cultural events.

People wishing to subscribe only need visit the www.museicapitolini.org site and register.

The service is free and available on any type of cellular phone for all subscribers, not only Omnitel Vodafone customers.

By calling **+39 34920002821** and entering *Servizi Omnitel*, anyone with a WAP handset can visit the Capitoline Museum's web site and obtain useful information on opening times, tickets and the calendar of events.

In order to make relations between the public, art and the public administration more interactive, a ticket reservation service via SMS is to be launched in the spring.