



PAY TO PARK YOUR CAR WITH AN SMS

Vodafone Omnitel and ATR present Italy's first car park payment system that uses SMS

Forlì, June 4, 2002 - As of today, for the first time ever in Italy it will be possible to pay to park your car by simply sending an SMS.

The service, created by Vodafone Omnitel on behalf of ATR, Forlì's Mobility Agency, will provide residents with an easy and rapid way to pay for their parking, without having to worry about having the right change. The parking meter may be used by all owners of a cell phone, including non-Vodafone Omnitel users, and is to be located in Piazza Somieri, one of the busiest places in the city, for an experimental period of about 4 months.

Payment is simple and requires only a few seconds: both subscribers and prepay customers can activate their cell phones for the Omnipay service by using a simple Vodafone Omnitel Top up card (the same card used to top up their cell phone) to call the dedicated Omnipay number: 42500 for Vodafone Omnitel customers, or free phone 800-990025 for customers of other operators. In this way credit is loaded on to the mobile phone to be used to make purchases via SMS with Omnipay.

From this moment the customer can pay for her parking by sending an SMS to ATR's service centre indicating the parking meter (348 0197889) and entering the cost of the stay (e.g. one hour amounts to 50 cents). After a few seconds the parking meter will print the ticket to be placed on the dashboard inside the car.

Payment instructions are to be found directly on the Omnipay parking meter and on the sign located nearby.

The parking meter was designed and installed by DPS-Promatic, which deals with remote control systems using GSM.

The Omnipay system allows micro payments to be made by cell phone and was recently used in conjunction with ATAC in Rome to run trials of an experimental form of payment for bus and metro tickets via SMS.