



VODAFONE OMNITEL PRESENTS SUMMER LIVE powered by MTV

MMS revolutionize communication for the "thumb generation"

Milano Marittima hosts the coolest multimedia village of summer 2002

Milan, July 3, 2002, Vodafone Omnitel has presented Summer Live *powered by MTV*, Summer 2002's coolest multimedia village put together in collaboration with MTV Italy, which will run from July 6 to August 18 in the heart of Milano Marittima.

Following last summer's experience, Vodafone Omnitel has created a new context in which to make direct contact with the young and present new ways of communicating in a fun atmosphere. The mobile phone is the most popular and widely used technology of today's youth who, through SMS messaging, have created not only a new language but also a new community, the so-called "thumb generation."

Summer Live is a kind of multimedia village, where MMS, multimedia messages incorporating pictures, music and text, will revolutionize the means of communication this summer.

Summer Live will be held in four well-known locations: *Albacuore, Caffè della Rotonda, Pacifico* and *Pineta*, which will all be adapted and transformed into exclusive entertainment sets for the filming of some of MTV's summer television productions, as well as live broadcasts by Radio Italia Network.

For over a month Summer Live will be the centre of daily entertainment under the banner of the Vodafone Omnitel lifestyle, and will vibrate with the all-encompassing resonance of Chill Out-Lounge-Ambient music mixed by DJs of the calibre of Claude Challe, *deux ex machina* of the Buddha Bar, Paris, who will be in Milano Marittima on August 3, while his "pupil", David Visan, producer of the cult compilation "Buddha Bar IV", will open the event on July 6.

Summer Live will be full of events designed to unite the body and spirit, ranging from sport to total relaxation, shows and social activities, and culminating with a plunge into multimedia with Vodafone Omnitel MMS.

From 10am onwards, health and fitness activities will alternate with beach volley and tennis tournaments, sampling activities, and demonstrations of MMS. Come 6pm *Summer Live chill-out* will take over, with Indian style aperitifs and music by resident DJs, Ninfa and Francesco Roccaforte. Exciting shows will be put on in the various locations involved.

MTV will be filming some of its summer productions - *Hit List Italia, Hit List Italia + and Dance Floor Chart* - on the Summer Live set.

This summer's big news is the MTV *Summer Life Chart*, a programme which MTV has chosen to film inside Summer Live, as the Vodafone Omnitel village fits in perfectly with MTV's youth-oriented style. The programme will be based on the music charts and

will be presented by special VJs selected from among young people on the beach.

*"We decided to take part in this project in order to share our experience in making music-based media programmes for young people, which MTV has built up over the years, with Vodafone Omnitel," said **Giorgio Ferrari, MTV's General Manager for Advertising**. "In addition, MTV will offer its innovative skills in the setting up of an activity which will contribute significantly to Vodafone Omnitel's positioning strategy."*

*"Vodafone Omnitel and MTV are two companies which target the same audience," explains **Francesca Fiore, Vodafone Omnitel's Data and VAS Director**. "MMS represent a way of expressing emotions via the new means of communication provided by technology. This is why Summer Live, the ideal location for introducing the new multimedia services to the young through their direct involvement, was created."*

Productions filmed on the ground will capture summer's special atmosphere and can count on performances every Saturday from July 6 by a host of international artists such as *Claude Challe, David Visan* and *Ravin* from Buddha Bar, *Sa Trinx* and *Pippi* from Ibiza, *Stefano Ghittoni* from Magazzini Generali in Milano, *Nasir Rasheed* and *DJ Pathaan*. On a daily basis resident DJs *Francesco Roccaforte* and *Ninfa* will take turns on the decks.

Activities and artistic performances will be broadcast live each day from the various locations by Radio Italia Network.

From July 12 the "I feel Summer Live" competition will begin, which is open to customers of all operators. Winners will be extracted weekly from all the SMS messages sent to the number 340/4363363. There are SIM cards and MMS cell phones to be won and, as first prize, a visit to the MTV studios.