



VODAFONE OMNITEL: SMS BOOKING FOR THE CAPITOLINE MUSEMS

The first booking service for tickets and guided tours via mobile phone is launched in Italy

Rome, September 18, 2002 - Starting from today, tickets and guided tours of the exhibitions of the Capitoline Museums in Rome can be booked simply by sending an SMS.

SMS Booking is Vodafone Omnitel's new service in collaboration with the City of Rome and Zètema Progetto Cultura. It aims to simplify access to the great artistic and cultural heritage of the Capitoline Museums.

The service can be accessed simply by sending an SMS to the number **4399013** (for Vodafone Omnitel customers) or **+39 340 4399013** (customers of other operators) specifying the service required.

SMS Booking also permits the booking of guided tours of the exhibitions, starting from "*L'Arianna*" by Guido Reni currently underway, conducted in Italian, English, French, German and Spanish. Guides are available for individual visitors and groups of up to a maximum of 30 persons.

For over a year now Vodafone Omnitel, in collaboration with the City of Rome and Zètema Progetto Cultura, has been offering access to events held in Italy's oldest museum.

A voice guide provides visitors to the Capitoline Museums with information in Italian and English on the history of the piazza and museums and major current events.

Vodafone Omnitel customers and foreigners linked via roaming to the Omnitel network can call the short number 42901, while customers of other operators can call the number +39 347 9070383.

WAP mobile phone users can ring +39 3492002821 and access *Omniplanet Wap*, and then select the *In Giro* option followed by *Eventi e Mostre and Musei Capitolini* to visit the museum's site and obtain useful information regarding opening times, tickets and the calendar of events.

Finally, information on exhibitions, guided tours, workshops and cultural events can be obtained in real time via SMS by subscribing to the site **www.museicapitolini.org**.