



VODAFONE OMNITEL AT MOTORSHOW 2002

VODAFONE-SPONSORED MASERATI TROPHY TAKES TO THE TRACK ALONGSIDE WORLD CHAMPIONSHIP WINNING FERRARI F2002

PREVIEW OF TV NEWS, FILM TRAILERS, MUSIC VIDEO CLIPS AVAILABLE ON VODAFONE LIVE!

Bologna, December 5, 2002 - Vodafone Omnitel is taking part in the 2002 edition of the Bologna MotorShow with a stand designed to show off its Vodafone Live! Services and the two legendary cars sponsored by Vodafone: the Ferrari F2002, winner of the F1 drivers' championship with Michael Schumacher and the F1 Constructors' Championship, and the Maserati Trophy, which marks the official return to the track of the "House of the Trident"!

The **Vodafone Europe Maserati Trophy**, a one-make championship open to the Trident's customers and fans, will be run for the first time in 2003. The trophy will be awarded after seven races in five European countries: Italy, Great Britain, Germany, France and Spain.

The many fans of the Ferrari will be able to touch the world championship winning Ferrari F2002 and try out their skills on the **Ferrari Track Simulator**, the race simulator used by F1 drivers. The machine consist of 4 cars, fitted with all the equipment chosen for the F2002 by Michael Schumacher and Rubens Barichello. The best times recorded by Michael and Rubens on the Monza track are shown on the simulator, which has been signed by both Ferrari drivers.

In addition to the Test Truck visitors can entertain themselves by playing **Ferrari Racing and Ferrari Experience**, the games that have turned the mobile phone into a video game.

Significant space has been dedicated to **Vodafone Live!**, the Vodafone Group's first pan-European multimedia environment launched contemporaneously in Italy, Great Britain, Germany, Spain, Holland and by Christmas in Ireland, Sweden and Portugal. The Vodafone Live! Menu includes colour icons giving access to content and services provided by over 30 partners. The Menu grants direct access to areas of interest: by selecting the appropriate icon, users can take and send MMS, thanks to the photo camera incorporated into the exclusive Sharp GX10 and Panasonic GD80 handsets, and access the latest news, gossip, sport, horoscopes, and eros. The handsets can be personalised by downloading pictures, animated screensavers and the ultra-new polyphonic ring tones. Moreover, users can have fun with an ever increasing range of multimedia games, make new friends in the chat room and keep in touch with them at any time and wherever they are.

Stations will also be equipped for the new **Audio & Video** service. This service, which is being previewed at the motorshow and will be available for Christmas, enables users to view TV news, film trailers and music video clips in streaming format via Nokia 7650 Vodafone Live!.

Finally, a further zone presents www.190.it, the Vodafone Omnitel site where customers can activate services and buy products via the Internet. It is also possible to send MMS free of charge or visualise MMS received.

By accessing the *190 fai da te* zone customers can personalise their price plans, activating services and promotions, consult and update the SimAactiva menu, access the My Gallery function, visualise their SMS archive and the remaining credit left on their Topup cards, or consult and download their telephone bills in the case of subscribers.