



MILANO ON-LINE NOW AVAILABLE ON MOBILE PHONES

News and information via SMS from the City of Milan's official portal

Milan, December 11, 2003 – Vodafone Italia, the Municipality of Milan's technology partner for the vocalisation of its website, has developed a service that enables a part of the content of the city's official portal, *Milano on-line*, to be sent directly to the mobile phones of the city's inhabitants.

To receive information from the site free of charge, via SMS, all a user has to do is say "send SMS" in response to the voice guide. After only a few minutes a short text message will arrive with the requested information. This may be stored on the mobile phone or transferred to others, with the advantage of not having to quickly take note of the information and without the risk of losing it.

In this way, the public can easily and rapidly obtain the addresses and opening hours of the various municipal offices (registry office, social services, etc.), and details of how to register a change of residence or address, of the expiry dates of certificates, and of who to contact in order to obtain permission to use public space whilst moving house.

This completes *Milano on-line's* multi-channel format, combining voice with the potential provided by text messages, a medium particularly liked by the young and now a part of everyday life and used by all.

Vodafone Italia, Italy's number two mobile operator (with around 20 million customers), thus confirms its commitment to mobile government. This means developing and offering government authorities advanced mobile services, with the aim of overcoming the limits of traditional forms of communication with the public.

Vodafone Italia is, moreover, proud to be working alongside the Municipality of Milan, building on its deep roots in the city that is home to its main office and north western region headquarters.