



Rome Provincial Authority and Vodafone launch new SMS communication channel for students, teachers and school staff

Rome, March 8, 2004 - Vodafone has answered the Provincial Authority's need to find a new way of talking to students, teachers and school staff in upper middle schools in the Province of Rome, choosing SMS as the fastest and most effective solution.

By sending an SMS to the number **340.431.25.18**, made available by Vodafone Italia, 160,000 students and all teachers and school staff in the Province's 370 schools will be able to communicate their individual educational needs and any service shortcomings.

Thanks to dedicated technology infrastructure, the SMS is received by a Provincial Authority server that then rapidly assesses all the messages and alerts the department responsible for resolving the problem raised. Having completed the assessment and identified the appropriate solutions, a reply is sent via SMS to the sender of the original message.

The SMS service not only allows students to communicate quickly with the Authority, but also enables the latter to reduce the time required to receive and act on the information sent, and to be increasingly close to the real needs of its customers: the public.

The contents of the "messages" and the related replies are to be published in a special area of Rome Provincial Authority's web site.