



news release

VODAFONE LAUNCHES MOBILE INTERNET SERVICES IN EXCESS OF 40 MEGA

OFFERS FOR PRIVATE CUSTOMERS AND BUSINESSES AT UP TO 42.2 Mbps THANKS TO NEW INTERNET KEY

18 April 2011, Milan – Vodafone Italia is the first operator to launch a commercial offering for mobile internet services at up to 42.2 Mbps, thanks to the new Internet Key with HSPA+ technology (*High Speed Packet Access*). The service is available in Rome, Milan, Naples, Turin, Bari, Genoa, Catania, Venice, Palermo, Padua, Cagliari, Verona, Bologna, Perugia, Florence and Brescia.

The HSPA+ service enables Vodafone customers to surf the net at a top speed of 42.2 Mbps, and the download and upload performance is such as to guarantee access to top-quality audio-visual content and interactive services. Implementation of the new 43.2Mbps network has made this possible, confirming yet again Vodafone's commitment to developing broadband and bridging the digital divide. Vodafone continues to invest €1bn a year in services and innovation, including work on the construction of a New Generation Network, which will bring radio and fixed technologies together in one platform.

Vodafone reminds its customers that their individual experience of mobile internet is the result of a combination of factors: how well the dongle works, location, technology, the number of users and the volume of traffic.

42.2Mbps Vodafone Internet Key

The new **42.2Mbps Vodafone Internet Key** for high speed navigation at up to 42.2 Mbps is already on sale at all Vodafone stores and on the website at www.vodafone.it.

The new key is as small and compact as a USB stick and enables users to connect their desktop or portable PC using mobile broadband without the need for a fixed-line connection or any form of cable. The new modem is compatible with Microsoft Windows (Windows 7, Vista and XP) and Mac (OS X 10.5 Leopard, OS X 10.6 Snow Leopard) operating systems. The internet key has 128MB of internal memory and can be used with an SD micro memory card that can be expanded up to 32 GB and also has a "plug and play" installation, which ensures automatic installation of all files and applications on PC without any need for inserting CDs or for complex procedures.

Starting from 18 April, the new 42.2Mbps Vodafone Internet Key is on sale at €199, but is available for free with the Vodafone Internet Sempre unlimited mobile internet plan. Private customers can choose between a Speed or a Tutto contract, while professionals and businesses can subscribe to a Sempre Tutto contract.

Price plans

Private customers can choose from the following options:

- **Vodafone Internet Sempre Speed** (starting from May) – €39 a month, unlimited navigation and a data connection at a maximum speed of 42.2 Mbps and offering up to 7GB of data a month.
- **Vodafone Internet Sempre Tutto** (available immediately) – €45 a month, unlimited navigation and a data connection at a maximum speed of 42.2 Mbps and offering up to 7GB of data a month. Sempre Tutto includes 2 twin SIM cards, enabling customers to **surf the net at the same time using different devices, for example a Smartphone and a PC or a Smartphone and a Tablet, without having to subscribe to any other mobile internet offer.**

Once the internet navigation threshold at the maximum speed of choice has been exceeded, users can still continue to surf the web for free at a speed of 64 kbps, renew their subscription in advance or choose another price plan. Vodafone Internet Sempre offers are available with both contract and pay-as-you go plans. Contract price plans include a 42.2 Mbps Vodafone Internet Key and have a duration of 24 months.

Professionals and businesses can choose from the following options:

- **Vodafone Internet Sempre Top** – the new 42.2 Internet Key for high speed navigation at up to 42.2 Mbps and offering 10GB of data every two months is available at the extra cost of €5 a month, in addition to the monthly fee of €25 (excluding VAT). Customers who subscribe to the Chiavi in mano or Full Optional Internet Sempre offerings can also have the new 42.2 Internet Key at the extra cost of €5 a month (excluding VAT).
- **Vodafone Internet Sempre Tutto** – the new 42.2 Vodafone Internet Key is included at no extra cost in the price plan offering 20GB of data every two months at a maximum speed of 42.2 Mbps for €35 per month (excluding VAT).

Offerings for professionals and businesses include a Vodafone Internet Key and have a duration of 24 months. Once the internet navigation threshold at the maximum speed of choice has been exceeded, all customers can still continue to surf the web for free at a speed of 64kbps, renew their subscription in advance or choose another price plan. All private and business customers who have activated a Vodafone mobile internet offer can decide whether to continue using their present offering or switch for free to Vodafone Internet Sempre.

Transparency and cost control

To guarantee clear, transparent monitoring of available traffic, Vodafone has created a new **SMS alert** service that automatically warns customers when they approach and reach the traffic threshold for internet navigation at the maximum speed of their choice.

A new **Personal Internet Page** (<http://contatori.vodafone.it/homepage>) is also available, to allow customers to check their offering, data usage and costs at any time.

All private customers can also access the Traffic Control Service and check their electronic purse by sending a **free SMS to the number 414**.