



**INTEL**  
**"Etna Valley" Mobility Press Tour**  
*Taormina and Etna Volcano,*  
*Sicily July 9/10 2003*

**The goal and a premise on the Etna Valley case study**

The event aimed to illustrate mobility usage models, enabled by Intel Centrino Mobile Technology with cheapest commercial broadband Internet access. Moreover it aimed to demonstrate standard 802.11 technology for use across towns and cities, and mountains and volcano Etna as well, so that WiFi enabled devices can be used to access the Internet anywhere, any time, reliably and at an affordable price.

The tour was the chance to illustrate the "Etna Valley/VideoBank" case study.

VideoBank is a local ISP and WiFi network operator based in Belpasso, Sicily. The company is a pioneer in WiFi technology and services designing a viable technical and economic solutions for a public WiFi network throughout the entire "Etna Valley", the area including the Etna volcano and several towns and cities in the east part of Sicily.

VideoBank provides Internet access in a similar way to a traditional ISP. However, unlike an ISP, in addition to connectivity, VideoBank also provides the means of accessing the network through access points. These act as a substitute for the dial-up phone lines, modems and other telecoms infrastructure that are not part of a conventional ISP's business.

Intel strongly collaborates with VideoBank to promote WiFi networking because this creates the market conditions in which there is a demand for the WiFi enabled devices that Intel provides and to position Intel Centrino Mobile Technology as a tremendous advantage for services like the ones offered from VideoBank.

## The target

The event was organised to involve a wide range of titles to get "pervasive" coverage on mobility, Intel Centrino Mobile Technology, Intel as a technology leader.

It involved 10 journalists, as follows:



1. Umberto Torelli, *Il Corriere della Sera*, first Italian daily newspaper – circ: 728,000 read: 2,780,000 – *Corriere Economia*, economic and business weekly section
2. Stefano Pancera, *Studio Aperto*, news service of Italia 1 – an average of 2,220,000 in terms of audience – national TV channel
3. Orazio Aleppo, *NeaPolis*, national TV program dealing with technology broadcast on Rai 3 – an average of 3,000,000 in terms of audience – national TV channel. Please also note that the journalist work for the local (Sicily) news service broadcast from Rai 3.
4. Roberto Buffa, *TTIME*, national TV program dealing with technology with a consumer focus broadcast on *TTIME* - unaudited – national TV channel
5. Ornella Ferrarini, *Quark*, monthly magazine dealing with popular science – circ: 230,000 read: 810,000
6. Roberto Bonino, *Linea EDP*, editor in chief of the leading enterprise IT weekly magazine in Italy, circ: 40,000
7. Luca Masali, *Week.it*, enterprise IT weekly magazine, circ: 35,000
8. Ornella Fusina, *ComputerWorld*, in charge of the business section of the enterprise IT weekly magazine, circ: 28,000
9. Salvatore Gajas, editor in chief of *Electronic Media Top*, fortnightly magazine dealing with channel/distribution issues and free-lance for *Panorama Economy*, economic and business supplement of the first weekly newsmagazine in Italy, *Panorama*
10. Emanuele Grosso, *La Sicilia*, local daily newspaper.

## How the event rolled up

*July 8<sup>th</sup> 2003 in the evening*

Journalists, apart from the ones coming from Sicily, arrived at Catania airport and were transferred to Taormina, in the suggestive scenario of the Hotel Villa Sant'Andrea location, an ancient building on the Taormina bay, a very exclusive venue and a public hot spot as well.

Enrica Fortunati, Intel Communication Director, and Dario Bucci, Intel Italian GM, welcomed journalists.



*July 9<sup>th</sup> 2003*



In the morning journalists had free-time to enjoy the venue, the beach and the sea.

At 1 pm a lunch was organised to introduce the agenda and to start the working session.

All the journalists took part at the lunch, together with Intel, VideoBank and local authorities from public organisation/councils.



Then the "Etna Valley case study" press briefing started.

At the entrance each journalist received a notebook based on Intel Centrino Mobile Technology, to experience during two days the mobility usages, together with a comprehensive press kit.

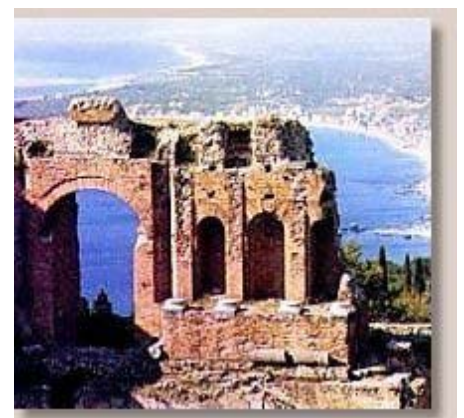
Then Enrica Fortunati introduced guests and illustrated the event's goals.

Dario Bucci hold a presentation focusing on Intel strategy and commitment to promote WiFi and how Intel and VideoBank share network goals.

Lino Chiecchio, VideoBank GM, illustrated the Etna Valley innovative and pioneering network and Intel support in establishing it. Maria Pappalardo, VideoBank President, supported the presentation.

Then 4 representatives of local authorities were invited to illustrate how they already experience WiFi benefits and future projects as follows:

- Dott. Longo Vincenzo - Admin. Director of Sant'Elia Hospital in Caltanissetta. He focused on economic benefits, through the WiFi management of the documentation that allows to the hospital to reduce the time people spend in the hospital, cutting costs and delivering a better service
- Dott. Leanza Salvatore - Mayor of Bronte. Bronte is a town in the center of Sicily. WiFi allow them to improve organisational processes within the administration, to offer an innovative and cheap services to citizenships and to improve communications within public offices
- Prof. Nicola Modica - Teacher at P. Branchina high school in Adrano.. He focused on benefits of WiFi related to educational issues
- Dott. Antonino Solarino - Mayor of Ragusa, that is going to exploit WiFi for an innovative project of Motorizzazione Civile, the public authority dealing with cars issues.



At the end of the press presentation, journalists were invited to have dinner in an exclusive venue with a panoramic view on the Etna Valley, and then invited as special guests to the exclusive concert of the jazz singer Diana Krall, in the Teatro Greco Romano in Taormina, an ancient theatre built in the Greek age, and then widened and almost entirely remade by the Romans in the second century After Christ. From the cavea (semicircular tiers) drawn in the concavity of the Tauro Mount, people can enjoy one of the most beautiful views in the world.

*July 10<sup>th</sup> 2003*

The day was dedicated to the trip on the top (almost) of the Etna volcano (an hot spot), one of the largest continental volcanoes, almost entirely covered by historic lava flows.

We reached a crater at 2900 meters high, where journalists could use their laptops to send e-mails and navigate the web. Then we did a trip on the





volcano with a guide that illustrated us the story of latest eruptions.

After the trip on the volcano, followed a lunch in a hot spot restaurant where journalists could experience the mobility benefits, while enjoying typical Sicilian food.

All the journalists, during the trip, went into deeper details during one-to-one meeting with Dario Bucci and Lino Chiecchio.



In the late afternoon, the transfer to the airport to come back to Milan or Rome.

### **The outcome in terms of messaging:**

- It is possible to use 802.11 technology to deliver a city-wide service for people with WiFi enabled devices to access the internet anywhere, any time, whether it be at home, work or in public places
- In addition to supplying leading edge wireless technology Intel delivered an excellent level of service and support
- Such a collaborative approach can lead to the development of exciting new products that offer potential for commercial exploitation by both partners.
- Based on VideoBank experience, it seems that there will be a strong demand for devices based on Intel Centrino mobile technology with its built-in WiFi functionality and high performances.
- Intel is enabler of a wireless Internet ecosystem, where providers of value added services market a range of new products to an increasingly mobile customer base.

### **Feedback from journalists**

The feedback is extremely positive both on contents and on the exclusive/spectacular venue and hot spots they were able to experience.

They really perceived it as an exclusive, top level event... and asked to repeat it next year!!!!!!

### **...What's next**

The follow-up on the event is on-going featuring pictures, video materials and additional quotations from Dario Bucci.

The greatest part of the coverage will start to appear in September, being August Italy almost "close for business" for summer holiday and taking into consideration that several titles are closed in August too.

INTEL PR Team in  
**TEXT 100 Public Relations**