



PRESS RELEASE

OLIVETTI LAUNCHES TWO NEW TABLETS AND EXPANDS ITS DISTRIBUTION CHANNEL

The Olipad 110 and Olipad Smart, respectively 10 and 7 inch tablets, feature leading-edge technology at particularly competitive price points. Available for the first time from major retail electronics chains, the new models will also go on sale via a groundbreaking virtual shop on Facebook

Milan, 9 September 2011

Olivetti announces the launch of two new tablets, the Olipad 110 and Olipad Smart, featuring leading-edge technology at particularly competitive price points. The company is also broadening its distribution channel to include major retail electronics chains and the web.

The new models go on sale at Italy's largest retail electronics chains, joining the traditional Olivetti and Telecom Italia sales channels. From 12 September, they will be on sale via an innovative Facebook shop accessible from the Olivetti fan page.

The Olipad 110 and Olipad Smart, respectively 10 and 7 inches in size, cater to consumer and business customer needs. The devices offer access to the Android Market's countless applications and, via its Application Warehouse, Olivetti's business-dedicated store, making it possible to customize the devices with a wide range of software and services to support different business requirements.

The Olipad 110 runs on the Android Honeycomb operating system, and comes equipped with a 1 GHz Dual Cortex A9 Nvidia processor, 1 GB RAM, and 16GB of storage, as well as supporting memory cards of up to 32 GB to offer high-speed processing and graphics and optimized multitasking. The backlit multitouch IPS display boasts an HD resolution of 1280 x 800 pixels and a viewing angle in excess of 85°; its 3G, Wi-Fi and Bluetooth connectivity provides ideal viewing conditions in all situations for multimedia content such as HD video, images and music. The device may be used to read digital books using pre-installed e-reading software, and comes with a 5 Megapixel camera, a 2 megapixel front-facing videocamera, MicroUSB and MicroSD ports, and a docking station providing HDMI-out capability. A wide range of accessories is also available: a folding case, HDMI cable, capacitive pen, adapter and car recharger.

The Olipad 110 is already on sale at MediaWorld outlets, priced at €449 (including VAT).

Thanks to its limited size and weight, Olipad Smart – Olivetti's first 7 inch tablet – is particularly well-suited for use on the move. It boasts an 800x480 pixel capacitive multitouch display and a full complement of 3G, WiFi and Bluetooth connectivity, making it perfect for websurfing indoors or out, and for managing multimedia content from music to video and photos. The Olipad Smart deploys the Android Froyo operating system on a 1GHz ARM TI OMAP Cortex A8 processor, using 512 MB RAM and 8 GB of storage, along with memory card support for up to 32 GB, MicroUSB and MicroSD ports, and two cameras.

The Olipad Smart goes on sale from 15 September at a price of €299 (including VAT).

The launch of these new tablets is the next step in Olivetti's strategy to reposition the company as a solution provider offering hardware products integrated with advanced IT services and applications. Now available through mass retail outlets and on the web, Olivetti is consolidating its presence in the high-growth tablet market.

Olivetti is a 100%-owned subsidiary of Telecom Italia SpA operating on the ICT market. Through a wide range of leading-edge HW and SW products, Olivetti acts as a Solution Provider to offer SMEs, large corporations and vertical markets solutions for business process and activity automation. Olivetti trades in over 50 nations around the globe, focusing on Europe, the Far East and Latin America.

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