

## PRESS NOTE

### TELECOM ITALIA WITH CUBOVISION OFFICIAL SPONSOR OF ROME INTERNATIONAL FILM FESTIVAL 2012

Rome, 10 October 2012

Telecom Italia is the official sponsor of the seventh Rome International Film Festival, with Cubovision®, the personal interactive television service with 27 themed channels, an extensive on-demand video library, and the best of the internet.

A host of activities are scheduled at the Cubovision stand in the Festival Village during the event, to be held in the capital from 9 to 17 November: every morning there'll be 'lessons in cinema' held by professionals in the business and organised jointly with the Istituto di Istruzione Superiore per l'Audiovisivo Cinema "Roberto Rossellini" (Higher Education Institute for cinema and audio-visual arts) and the New University of Cinema and Television NUCT; in the afternoon, on the other hand, some of the greats of national and international cinema will meet the public in the *meet&great* initiative. During the Festival the Cubovision Prize will be awarded, a special award attributed to actors and directors who have helped to make cinema history through their work.

For the entire duration of the Festival, Cubovision's free channel, Cine Extra, will be hosting red carpet interviews and specials on the event.

This initiative confirms Telecom Italia's commitment, through Cubovision, to promote the world of cinema, with the production and acquisition of exclusive content, and its presence at the main film festivals that take place in Italy, creating important opportunities to meet and compare with industry professionals and aficionados.

Cubovision's personal, multi-platform television service is available to Telecom Italia's ADSL Flat customers via the Cubovision decoder, on Smart TVs and blu-ray players with the Cubovision application, on PC via the site [www.cubovision.it](http://www.cubovision.it), on XBOX 360 and even on the move, thanks to the new Cubovision® Mobile application on Android and Apple.

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