

## TELECOM ITALIA: NEW MOBILE APP FOR THE ITALIAN PAVILION AT EXPO 2015 NOW AVAILABLE IN THE PLAY STORE

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Telecom Italia launched a new mobile app for tablets and Android smartphones allowing users to enjoy informative and multimedia content related to the Italian Pavilion at Expo 2015.

The new app can be downloaded from the Google Play store at <https://play.google.com/store/apps/details?id=it.telecomitalia.padiglioneitalia> and provides an innovative "virtual visit" using augmented reality and visual recognition technologies applied to the model of the structure.

The model is currently on display at the Quirinal Palace in Rome as part of the "Padiglione Italia. Dal Progetto a Expo Milano 2015" (Italian Pavilion. From the Design to Expo Milano 2015) exhibition, which is open to the public in the Hall of the Guard of Honour until 15 January 2014.