

PRESS RELEASE

TELECOM ITALIA: THE HOME OF THE FUTURE AT THE 2011 SCIENCE FESTIVAL

At the Telecom Italia Future Lab an interactive exhibit to discover our life will change

Roma, 18 January 2011

Telecom Italia is a protagonist at the 2011 Science Festival. "The end of the world. User Instructions" – is the event to be held at the Auditorium Parco della Musica in Rome on 20 - 23 January - with the **Telecom Italia Future Lab**, an interactive exhibit where you can discover how the home of the future will be, and how, thanks to technology, we will always be prepared, whether for our daily tasks... or for planetary catastrophes.

Are we on the other side of the globe but would like to check that everything is alright in our home? Are we coming back from a long vacation and would like to be welcomed with a relaxing and comfortable atmosphere? Have we organized an evening with friends at the last minute and would like to offer them, without any effort, a perfectly cooked dinner? Is that evening we long looked forward to coming, and we would like to make sure that everything is perfect, from the background music to the brightness of the lights? The home of the future will take care of all these wants and many more. A single device will be able to dialogue with all the electronic systems in the home and adjust them according to the specific needs according to our instructions through a simple touch screen, at any time and wherever we happen to be.

This event, hosted by the Telecom Italia Future Lab, is a leap into the digital future, which is much nearer than we might think. While visiting the various sections composing the exhibition, the public can interact with the home through a small device using RFID (Radio Frequency IDentification) technology. Once the preferences of each guest are recorded, it will dialogue with the stereo system, the oven, the lighting system, the little guard robot WowWee and all the other electronic devices, in order to recreate the conditions best suited to every need, and ensure maximum security to the home. A chance to directly try out lots of technological innovations, and in particular domotics, which will soon radically change our life. All the visitors will also be supplied with a code enabling them to interact with the home of the future directly from their own PC, using the Telecom Italia website futurelab.telecomitalia.it.

The Telecom Italia Future Lab is in the Sinopoli Foyer of the Auditorium Parco della Musica, in Viale Pietro de Coubertin, and can be visited free of charge on Thursday 20 and Friday 21 January from 11.00 to 18.00, and on Saturday 22 and Sunday 23 January from 10.00 to 18.00.

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