

## #ItaliacheGiga, the Fastweb tour, visiting Italian cities at 360°, makes a stop in Naples

*28 - 30 September 2017*

*Naples, 27 September 2017* - The tour that from the north to the south of Italy is touching on the cities where Fastweb offers **1 Gigabit Ultra-Fiber** connections, will touch down in Naples tomorrow, Thursday, September 28, and remain until Saturday, September 30.

Fastweb will be present in the most iconic venues of the capital city of Campania, with a mobile unit that will let visitors interact with Fastweb and its world of innovations, ultra-fast connectivity and exciting experiences. In Naples, the tour will be in the following city areas: Thursday, 28 September in Piazza Dante; Friday, 29 September in Piazza Vittoria; Saturday, 30 September in Piazza Vanvitelli.

The tour will offer a fascinating journey to some of the most beautiful destinations in Italy thanks to videos that were shot with the 360° technology. The videos can be viewed using special vision goggles. Thanks to the video shots taken in all directions, the users have the possibility to move their viewing perspective and enjoy a unique virtual reality experience. The videos can also be viewed on smartphones with iOS and Android through a gyroscope function, and will also be available on Fastweb YouTube and Facebook.

In addition to watching the videos, the visitors can also enjoy using fun applications based on 360° filming, and they can play at discovering new places and destinations in Italy, they can take and post on social media their own 360 photosphere selfies and participate in a drawing for a 360 kit consisting of a Gear 360 camera, a Samsung Galaxy S8 smartphone and Gear Vr goggles. Furthermore, the visitors will be able to receive detailed information on Fastweb Ultra-Fiber connections available in the city which allow for connection speeds up to 1 Gigabit in download and up to 200 Megabit in upload.

"This initiative is intended to give the visitors of our venues in various Italian cities the possibility to experience the "immersive and sensory" emotions that only virtual reality can provide" declared Luca Pacitto, Head of Brand Marketing & Communication for Fastweb. "Fastweb stands for innovation and, for this reason, the company has already started to explore the possible applications and uses of the 360° technology, not only in order to promote special areas but also to give people a unique and unforgettable experience thanks to the power of Giga".

Given the power provided by the 1 Giga connection of Fastweb, Naples families are excited to be able to download high definition movies at high speeds, share photos and videos on the web with a speed never achieved before, play on-line games, connect the new devices of the smart house. At the end of 2017, the 1 Gigabit Ultra-Fiber service will be available to **120 thousand households, more than 30% of the total city households** that are connected with the Fastweb "*Fiber-to-the-home*" network, which was recently upgraded, and with the network being currently developed by FlashFiber, the joint venture established with TIM in order to bring FTTH to 29 cities.

Additional households, i.e. more than 20% of the total, are instead currently connected through the infrastructure "*Fiber-to-the-cabinet*" (FTTC), with a performance up to 100 Megabit per second in download, bringing the **total households covered by the ultra-wide band service**, by the end of 2017, to **more than 50% of the city**. By the end of 2018, the

household units for which the final leg from the cabinet to the home will be implemented - and that will be enabled to receive the 1 Gigabit Ultra-fiber service - will cover **55% of the city**.

The investment policy for the city also features the following results: **Fastweb is the first alternative operator in Naples** as regards ultra-wide band connectivity services.

The **1 Giga Ultra-Fiber** creates more powerful connections also when you are not at home thanks to the **WOW FI**, the shared Wi-Fi service that lets all the Fastweb customers surf the Web for free by accessing the Wi-Fi points made available to members of communities in more than 800 Italian cities. The Fastweb customers who enable their mobile phone or other devices, will be able to surf the Web for free as they move around the city thanks to the 26 thousand hot-spots activated in Naples. By switching to the Giga service, the WoW-FI service, already used in the city of Naples by more than 6 thousand customers each week, becomes even more highly performing and functional.

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