

#ItaliacheGiga, the Fastweb tour kicks off from Rome to visit cities throughout Italy

14 - 18 September, Piazza del Popolo

Rome, 13 September 2017 - Kicking off from Rome tomorrow, Thursday, 14th September and until Monday 18th, is the tour that, over the course of September and October, will stop off in all the cities, from north to south, where Fastweb offers 1 Gigabit UltraFibre connections.

Fastweb will be in Piazza del Popolo with installations and a specially created space where visitors can make contact with Fastweb and its world of innovation, ultra-fast connections and emotions, with the chance to share in them at any time. Our tour will offer a virtual trip to some of the most beautiful locations in our country thanks to the video made with a 360° filming technique. It will be possible to view the videos by using special viewers. With filming in all directions, users will have the chance to move their viewpoint and thus enjoy a unique virtual reality experience. It will also be possible to view the videos from iOS and Android smartphones with gyroscope functions and they will be available on You Tube channels and Fastweb's Facebook page.

Apart from view the videos, the visitors can also have a go on fun applications based on the 360° filming, with animated gifs and play at finding places, faces of the Italian locations, take their own 360° photosphere-selfies and post them on the social media and take part in a raffle for a 360° kit, made up of a Gear 360 camera, a Samsung Galaxy S8 smartphone and a Gear Vr viewer. Furthermore, visitors can receive all the information on the Fastweb UltraFibre connections available in the cities, which provide a connection speed of up to 1 Gigabit for downloads and up to 200 Megabits for uploads.

"With this initiative, we want to give all those who visit our stands around Italy to really experience the immersive sensory sensations that only virtual reality can convey", stated Luca Pacitto, Head of Brand Marketing & Communication at Fastweb. "Fastweb is a byword for innovation and that's why, some time ago, the company started to explore the potential applications and uses of 360° technology, not just to promote territories but also to allow people to have unique and unforgettable experiences through the power of the Giga".

Thanks to the power of Fastweb connections at 1 Giga, residential customers in Rome can really enjoy their emotions to the full: downloading high-definition films fast, sharing photos and videos on the web at a speed you have never experienced before, playing on-line and connecting new smart home devices. The 1 Gigabit ultra fibre optic service will be available to approximately **300,000 homes**, almost 20% of the city's total, connected with Fastweb's "*Fibre-to-the-home*" network, recently upgraded, and with the network being created by FlashFiber, the joint venture created with TIM to bring FTTH to 29 cities.

A further one million homes (62% of the total) is currently connected to the "*Fibre-to-the-cabinet*" (FTTC) network, with performance up to 200 Megabit per second in download, taking **the total number of homes covered by ultra-broadband to 1,300,000, around 82% of the city**. By the end of 2018, the homes for which the last stretch of cabinet to the home - and which will be enabled with the 1 Gigabit ultra fibre optic service - will be one million overall, in other words, 62% of the total.

This policy of investing in the city is also paying in terms of results: Fastweb is the first alternative operator in Rome with a market share in ultra-broadband connectivity services of 30%.

L'**Ultra Fibre Optic at 1 Giga** creates stronger connections even outside of the home, with **WOW FI**, the shared Wi-Fi service that allows all Fastweb customers to use the Internet free of charge by accessing the Wi-Fi points made available by the members of the Community in more than 800 Italian cities. Fastweb customers that enable their telephones or mobile devices can use the Internet free of charge when they move around the city, with the 136,000 hotspots in Rome. With the shift towards the Giga service, the WoW-Fi service, used in the city of Rome alone by more than 142,000 customers every week, has become even higher in performance and more functional.

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