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ENEL: NEW MILAN FLAGSHIP ENERGY STORE LAUNCHED BY VALENTINO ROSSI AND FULVIO CONTI

- *The first flagship store was launched today by Enel CEO Fulvio Conti, with Enel Chairman Paolo Andrea Colombo and nine-times MotoGP World Champion, Ducati Team pilot Valentino Rossi.*
- *The project heralds the rebranding of the network of 131 Enel stores located all over Italy.*
- *The store in Via Broletto showcases the technologies and innovation at the service of Enel customers.*

Milan, May 10th, 2011 – Today saw the launch of the first Enel flagship store, in Milan. The opening ceremony for Italy's largest energy showroom was performed by Enel company Chairman Paolo Andrea Colombo, CEO Fulvio Conti and Market Division Director Gianfilippo Mancini with a very special guest, nine-times MotoGP World Champion, Ducati team pilot Valentino Rossi.

Enel's flagship store is unique in Italy with a display of technology and innovation that guides customers on a voyage of discovery through the world of energy and all the services Enel has to offer. This new concept store, covering 700 square metres over three floors, is equipped with the latest low-consumption energy technologies and it is CO₂ neutral, thanks to a voluntary CO₂ emissions compensation scheme.

The showroom space has been designed to place customers at the centre of the energy universe. Interactive rooms and multimedia installations use innovative technology to describe energy sources and the technologies employed to exploit them.

All this makes it possible to step right into the projects designed and implemented by Enel in the field of such innovative energy technology as carbon capture and storage, hydrogen and clean coal power plants, the latest generation renewable sources. Another space is dedicated to E-mobility with a zero-emissions Smart car on display, together with its recharge station.

This store is the first step in a process that will extend to the entire network of 131 Enel stores, located all over Italy, presenting their new image and demonstrating their latest evolution. The stores will retain the name "Punto Enel", preserving the link to Enel's traditional customer services, but at the same time informing the public about the advantages of the free market in energy, the "Enel Premia" and "Enelmia" loyalty programmes and saver tariff packages "tutto compreso e bioraria" (all-in and dual rate).

The flagship store at 46 Via Broletto will be open, Monday to Saturday, from 10:00am until 08:00 pm, staffed by 20 new employees, all with vast experience in this sector.

The flagship store has been conceived by Inarea, the independent, international network of designers, architects, strategists and consultants specialising in the creation and management of identity systems.

Inside the Flagship store – interactive applications

The new-look Enel Point has been designed to tell the complete story of energy, using state-of-the-art interactive technology. Everything can be accessed via various applications that can be fully personalised, providing the opportunity to test out such innovative techniques as heightened reality and sensory projection.

The **energy cube**, near the main entrance, has a sensor carpet and two interactive video walls, allowing visitors to discover, in the real sense of the word, the different sources of energy. The virtual landscapes that spring to life on the floor and walls change as visitors move through this space, immersing them in the signature sounds and images of the sun, wind, water, coal, oil, natural gas and geothermal energy.

Two **heightened reality mirrors** recognise the profile of each person, captured by a video camera and tags attached to a flyer that each person carries with them project the image of that person onto the mirror together with 3D animations that take shape in their hands: the flat rate tariffs “tuttocompreso green” and “tuttocompreso gas” are in a box that can be opened to show the cost. The dual rate tariff is illustrated with a world that alternates between day and night, according to the visitor’s movements. “Enel Drive” creates a globe with an electric car travelling around it and finding the recharge points. Lastly, a pop-up animation that can be manipulated at will unveils the advantages of the “Enel mia” loyalty card. A special corner is dedicated to Valentino Rossi’s motorbike and visitors’ interaction makes him hop into the saddle and take off.

Two **heightened reality panels** show, respectively, a home environment and a small town. A touch screen allows customers to draw the plan of their home or their town and “furnish” it with energy-consuming items (domestic appliances, air-conditioning, etc.) by placing cubes in situ with a monitor that recreates everything in 3D. Customers are thus able to calculate their own consumption intuitively, measuring their energy-efficiency and the release of CO₂ emissions.

Two **3D stereoscopic monitors** enable to explore the “Enel premia” gift catalogue in three dimensions.

Finally the virtual reality **Dome**, tells the full story of electricity and what exactly is behind a simple flick of a switch, with a 180° view and a captivating sound track. The journey ends at the **e-mobility corner** showcasing the Enel Home Station, the infrastructure enabling electric cars to be recharged at home, and displaying a Smart Electric Drive. There is also a special promotions area, covering over 60 m² and dedicated to one of Enel’s **partners**, starting with Philips, and the **auditorium** that will regularly play host to conferences, presentations and film shows, all using the very latest in cutting-edge, multi-media technology.