



## **VIDEOSTRANIERI, social integration happens on mobile phones**

*The first video community dedicated to foreign people in Italy is finally born*

Milan, June 4th, 2008 – Where institutions are failing, a mobile phone may succeed. Mobaila, a digital media company specialized in creating and distributing entertainment services for mobile phones and for the Internet, gives voice to foreigners launching **VideoStranieri**, the first mobile video community dedicated to immigrants in Italy.

Using a mobile phone, people may tell in video their stories and everyday experiences, sharing them with every other user of the service.

6 different foreign groups have been gathered, chosen among those showing the greatest and potentially most interesting customer base: **Chinese, Romanian, Albanian, Ukrainian, Hispanic, Philippine.**

Videos published on VideoStranieri are available both in **the blogger's native language** and in **italian**. Users may download them on their mobile and comment them by leaving a video or textual answer.

“According to the recent report on immigration presented last April by the Italian Ministry of Interns, **immigrants in Italy now constitute 5% of the whole population**”, says Marco Porcaro, Managing Director of Mobaila. “We strongly believe in VideoStranieri, an entertainment service that – we hope – may represent an innovative and pleasant way to socialize, which leverages on the linguistic and cultural identity of each participant”.

Among the first protagonists you'll find:

**Eleni**, arrived in Italy from Romania 11 years ago on a bet and now married to an Italian guy. She accepted to be a part of VideoStranieri to say her piece on what's happening in her community and especially to be of some help to her fellow-countrymen. “Every one of us has to face the same difficulties: **I think that explaining how we went through them may be useful to those who' still have to deal with them.**”



**Rosa**, who abandoned Ecuador in search of a job that could help her sustain her children.

Extremely optimistic and communicative, she says: **“Meeting new people and talking to them about many subjects is fascinating:** I’m looking forward to see the comments they’re going to send me!”

**Elona**, college student of Albanian stock: “My life is made of nights out with my friends, whole afternoons passed studying, and small things of everyday that everyone experiences – foreigner or not. Living in another country may be a beautiful experience, as long as you face it with the right spirit. Saying something about myself in video in my own language and receiving comments from the users will surely be fun!”

**Rong**, arrived from China four years ago looking for a job; she found not only an occupation, but also love and a husband, thus she decided to remain in Italy. “When I came here I could not speak a word of Italian, none of the members of my family was here... I was very lonely. If telling my story in video helps my compatriots to forget their problems for a bit, I’ll be satisfied!”

All information and costs related to the service are available on [www.mobaila.com](http://www.mobaila.com)

*Mobaila is a company specialized in the creation of innovative formats and contents for mobile phones and for the Internet. Its aim is to deliver new services that enable the production and distribution of user-generated contents through digital media.*

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