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## PRESS RELEASE

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### VIASAT SUPPORTS THE #CIMETTIAMOLEGAMBE INITIATIVE, BY LA DIAGONALE CHALLENGE

**Viasat is the main sponsor of the #CIMETTIAMOLEGAMBE initiative organized by La Diagonale Challenge.**

The initiative is not a race; there are no rankings and no awards. It is a journey that a group of amateur runners will make in the form of a relay race, starting from Marsala on August 18 and reaching Genoa on August 31, after about 3000 km. This challenge will touch all the Italian regions ([click here to see all the places involved in the initiative](#)) in a single run (the athletes will run 24 hours a day, taking turns), ideally along the route once followed by Garibaldi and his soldiers, but backwards: in fact, the runners will stop at the Stele dei Mille, in Quarto di Genova. There are plenty of kilometers to cover, so all the runners who would like to join and become one of the team's many official relay runners are called upon to do so. The only condition to participate is to make an offer in order to raise funds to be donated to people in need. **In this case, the aim is to promote the purchase of high-tech sports prostheses for amputees.**

Technology will play an important role for the success and safe outcome of the event: **Viasat will be the technological partner** of the initiative and will provide the two RVs that will follow the runners with modern satellite telematics systems, in order to guarantee the highest level of protection and assistance to all participants. In fact, the vehicles will be equipped with **two sosCall 2.2 devices** which, in addition to guaranteeing safety by means of the emergency button connected in hands-free mode to the **Viasat H24 Operations Center**, will also provide real-time, preventative voice information on the geo-referenced risk levels associated with the various routes. A number of factors will be monitored, such as environmental and meteorological conditions, dangerous roads (Red Points) and accident-prone road sections (ANIA/Viasat Black Points). This geolocalized risk map was made possible by the amount of historical data aggregated and accumulated by Viasat and processed by its Big Data platform.

In addition, it will be possible to follow the live tracking of the race at the address [www.viasatonline.it/diagonalechallenge](http://www.viasatonline.it/diagonalechallenge), where you will be able to check the planned route and the exact position of the runners at any given time, as tracked by the support vehicles. To make the "trip" easier, the organizational staff, the RV drivers and the athletes will also be provided with the Viasat appS smartphone app, putting at their fingertips, at any time and anywhere, the immediate support of the Viasat H24 Operations Center in case of need.

"We are proud to be part of such a high-value initiative in terms of sport and solidarity – **says Domenico Petrone, President of Viasat Group** –. Every day, Viasat is at the service of people on the move, with its own security, protection and assistance systems, based on satellite and IoT technologies. We are glad to support this beautiful initiative with our technology and contribute to a solidarity project of great human and social value.

"We are lucky, we can run and experience an adventure such as this" **explains Armando Cosentino, one of the promoters of the initiative**. "Thanks to the help of generous sponsors such as Viasat, we have covered all the organizational expenses for La Diagonale. Making it so people who have lost their legs can run again is an even greater pleasure, which adds to our 3000 km journey through the most beautiful country in the world. In fact, any funds raised will be donated to Mr Daniele Bonacini's project for the construction of prostheses to be given as gifts to people in need: we have already attained the first result!

**Who is VIASAT S.p.A.** – *An European excellence in the field of satellite security systems that integrate the latest communication technologies in order to ensure the complete safety of the vehicle and its occupants. It is active in the markets of satellite alarm systems, Insurance telematics, fleet management and Big Data. It is part of Viasat Group which, since 2002, has grown to become one of the economically strongest in our country, boasting a presence in around 50 countries across Europe, Africa, Middle East and South America, with more than 700 employees worldwide.*

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