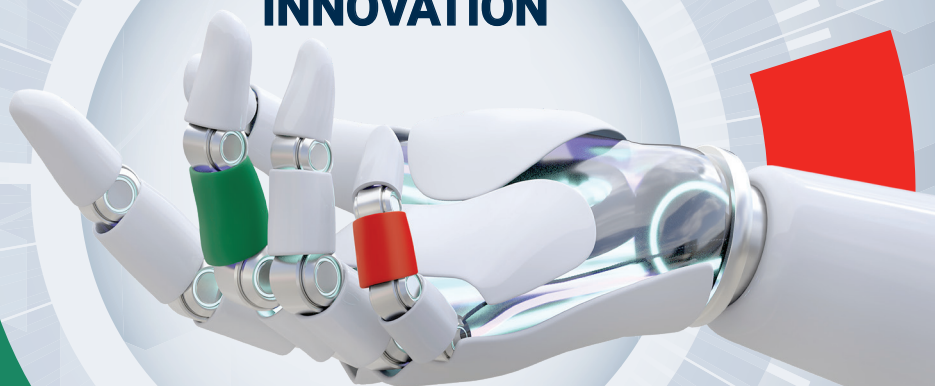


A TASTE OF  
**ITALIAN**  
INNOVATION



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Jan 5-8, 2023  
Las Vegas, NV

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IN COLLABORATION WITH:



ITALIAN TRADE AGENCY

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.





With a motivated and modern organization and a global network of 79 offices in 65 countries, ITA provides information, assistance, consulting, promotion and training to Italian small and mediumsized businesses in the industrial, consumer goods and services sectors. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

Every year, ITA worldwide offices carry out hundreds of promotional projects and provide personalized services and assistance to thousands of Italian companies. The Italian Trade Agency also assists and supports foreign companies that want to establish or expand business and trade relations with Italian companies or to invest in Italy.

The Italian Trade Agency collaborates with Italian Regions, Chambers of Commerce, Industry and Trade Associations and other public and private organizations.




#### ITA - Italian Trade Agency

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-  Italian Trade Agency
-  @itatradeagency
-  ITA - Italian Trade Agency
-  @ITATRadeagency

#### Los Angeles Office

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-  Italian Trade Agency Los Angeles Office
-  Italian Trade Agency - Los Angeles Office



Marche is one of the twenty Regions of Italy. Located in Central Italy, it is a political entity with defined powers. It has a governmental structure consisting of an elected parliament, called Consiglio Regionale, and a government called Giunta Regionale, headed by a governor called Presidente della Giunta Regionale or Presidente della Regione.

The role of the Regional government is to protect the interests of its community and to plan, coordinate and control the management of the territory autonomously and through collaboration with other public entities and private organizations such as ITA - Italian Trade Agency, Chambers of Commerce, SACE and SIMEST. Marche's economy is mostly based on 'specialized' industrial areas (footwear and leather goods in the provinces of Macerata and Fermo, furniture in the Pesaro area, household appliances and textile industry in the province of Ancona, in which the main engineering companies are also to be found) distributed through the Region.

Marche Region invests significant economic resources in research and innovation in order to strengthen the entire local system and to increase its ability to be innovative and attractive. Not by chance Marche has more than 400 innovative startups, many of which in the high technology, artificial intelligence and information technology sectors.

### **Regione Marche**

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[www.marcheinnovazione.it](http://www.marcheinnovazione.it)

 Regione Marche e Marche Innovazione

 regionemarche – The Marche Region

 @RegioneMarcheIT





**SARDIGNA CHIRCAS  
SARDEGNA RICERCHE**



**REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA**

Sardegna Ricerche is the Agency of the Regional Government of Sardinia for innovation and technology transfer, and for the development of a knowledge-based local economy. Since 1989 it has been working alongside the local businesses, supporting them in developing innovative ideas and products, together with universities and research centres, and promoting initiatives for the internationalization of Sardinian companies. In 2003 Sardegna Ricerche created and now manages the Science & Technology Park of Sardinia, set up in the island's evocative natural landscapes.

Across the Park's 4 sites (Pula, Alghero, Oristano e Macchiareddu), businesses are provided with equipped spaces and state-of-the-art technological labs.

A network of thematic helpdesks provides ongoing assistance in areas ranging from business creation to the protection of intellectual property, up to participation in European Union R&D programmes. ICT's, Biomedicine, Renewable Energy, Agribusiness and Circular Economy are the key technology areas in which the Park is involved.

### **Sardegna Ricerche**

Science & Technology Park of Sardinia

Building 2

Località Piscinamanna

09050 Pula (CA), Italy

Tel. +39 070 92431

email: [info@sardegna ricerche.it](mailto:info@sardegna ricerche.it)

[www.sardegna ricerche.it/en](http://www.sardegna ricerche.it/en)

 @SardegnaRicerche

 @sardegna-ricerche

 @sardegna rs

 @sardegna ricerche

 @sardegna ricerche





Area Science Park, a national research body, supports the development of research & innovation: for more than 40 years, part of its mission has been to boost connections between the research and business worlds, and public and private spheres, with important international initiatives successfully promoting local development. Specialised expertise in services for business innovation, creation and development of innovative start-ups, infrastructure and high-level tools for industrial research, and advanced training for human resources: these are key strengths that Area Science Park offers to support the regional and national economic systems.

**AREA Science Park**

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[www.areasciencepark.it](http://www.areasciencepark.it)



Area Science Park



@areasciencepark



@AreaSciencePark

# Map of Marche Region and Sardegna Region Pavilions



SARDIGNA CHIRCAS  
SARDEGNA RICERCHE



REGIONE AUTONOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA

Xrit S.r.l.

10 09

WiData

Sprama

Game Labs S.r.l.

08 07

Smart Geo  
Survey S.r.l.

SDG Juicer

06 05

Radoff S.r.l.

Footure Lab

04 03

Creecon S.r.l.

Athlos S.r.l.

02 01

Alert-Genius S.r.l.



Tracking S.r.l.

09

Western  
Engineering S.r.l.

08 07

TooA S.p.A.

Revolt S.r.l.

06 05

Maenne S.r.l.

Ital Innovation S.r.l.

04 03

Hcomm S.r.l.

E-mod

02 01

Cyber Evolution S.r.l.

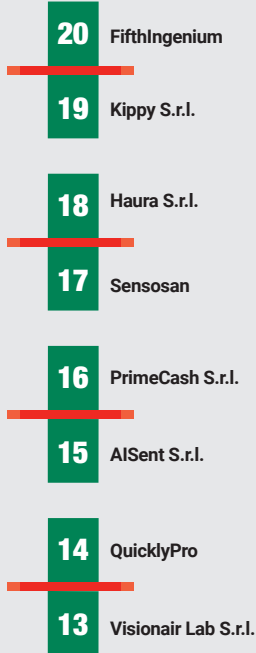
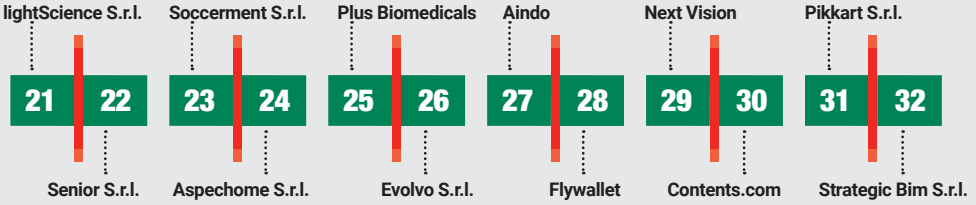


REGIONE  
MARCHE

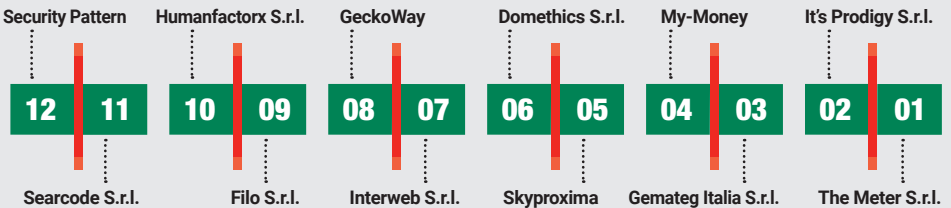
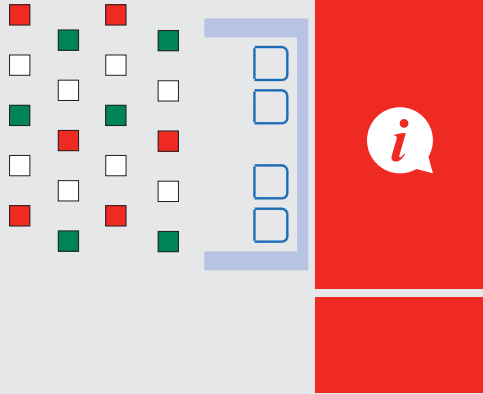


MARCHE  
LAND OF EXCELLENCE

# Map of the Italian Pavilion



## Arena ITALIA



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lightScience S.r.l.	22	ITA21	Xrit S.r.l.	35	SAR10
Maenne S.r.l.	22	MAR05			

# AINDO

BOOTH  
ITA27

At Aindo, our mission is to help the world embrace the power of Artificial Intelligence (AI). The AI revolution is quickly unfolding and will soon improve all aspects of our lives, from personalized medicine to process and decision automation. Nonetheless, obstacles to successful AI adoption persist, including long data lead-times and privacy concerns. Aindo's Synthetic DataOps Platform overcomes these obstacles in a rapid, secure and intuitive fashion. Central to the platform is our unrivaled synthetic data technology, making a new paradigm of data privacy and completion directly available.



## Aindo

[www.aindo.com](http://www.aindo.com)  
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Sebastiano Sacconi  
Daniele Panfilo

 Aindo

# AISENT Meti

BOOTH  
ITA15

AISeNT is a deep tech company specializing in Artificial Intelligence, Machine Learning and Computer Vision, aiming to create impactful solutions for life and business through technology. Founded in 2018, AISeNT collects data, reprocesses and develops artificial intelligence algorithms and software tailored to customers' needs. At the core of AISeNT's business is finding new answers to unsolved and difficult problems. How? By proposing solutions that use performant AI algorithms to build machines and software that solve the specific needs of each customer.



## AISeNT S.r.l.

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Mattia Peracchi

 Aisent



**BOOTH  
SAR01**

Alert-Genius protects the home and family. The system patented by Alert-Genius is composed of a master interfaced with a motion sensor and a personal tag that the authorized person will carry with him, all managed remotely with a dedicated App. Each time the detector intercepts a presence, the master will wait for the signal to be sent from the tag and if it does not arrive, the master will allow the control unit to trigger the alarm.

The system allows you to have the alarm always active (24 hours a day) as it no longer needs to be activated and deactivated like traditional systems.

## Alert-Genius S.r.l.

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SARDEGNA CINESCAS  
SARDEGNA RECERCHE



REGIONE AUTONOMA DE SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA

Alert-Genius

AlertGenius



**BOOTH  
ITA24**

Aspechome is an energy smart system for home, shops, building and small business.

It is also a multifunctional energy management for photovoltaic system. It contains many products in one: intelligent load control, economic monitoring, Wi-Fi home automation, building automation, remote meter reading and online remote assistance. It is a multi-brand and multifunctional system totally in the cloud and therefore infinitely upgradable, usable by multiple users, for multiple homes or companies. A unique system, integrated for maximum savings and comfort. It is complete, simple, quick to install and use. Aspechome holds double patents.

## Aspechome S.r.l.

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# AIWASTE

BOOTH  
SAR02

Prototype for traceability and economic energy optimization of the municipal solid waste management cycle. The infrastructure integrates Smart City, Internet Of Things, Artificial Intelligence technologies: a prototype of an intelligent multifunction bin for identification and quantity of waste produced, a web application for displaying digital services, a city system of car Trackers and AI for optimization of the waste collection and identification of anomalies in the disposal activity, a 3D Avatar digital assistant that simplifies access to information from the waste collection service.

**Athlos S.r.l.**

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Marina Adamo

Alessandro Frulio



 Athlos S.r.l.

 @AthlosC

 @athlos.biz

# contents.com

BOOTH  
ITA30

Contents.com is a Generative AI SaaS Platform that offers automated content creation tools to support any business with their daily content needs. The combination of AI models with multilanguage proprietary datasets allows the generation of high-performing and multi-purpose content.

A solution that covers the whole content workflow, from ideation, through creation, to transformation.

**Contents.com**

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Camilla Poretti

 contentsdotcom

 contents\_com

 Contentsdotcom/videos

 contentsdotcom

 contentsdotcom\_

Creecon was born with the objective of revolutionizing the relationship between Content Creators and their Fans.

On Creecon, creators have the chance to dedicate themselves to what they love, while creating stronger bonds with their community, who can finally participate actively and be rewarded for their loyalty. We empower creators to be independent, both creatively and financially, while enabling fans to choose and grow their level of involvement: from owning an original content to enjoying exclusive experiences and sharing the creators' revenues.

**Creecon S.r.l.**

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Paolo Cornaglia



REGIONE SARDEGNA  
SARDEGNA REGIONE



REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA

 Creecon

 @creecon\_



Our company has developed and patented an innovative technology in the field of Cyber Security, with a unique approach of its kind, a Plug & Play black-box that guarantees a very high degree of reliability and protection from cyber threats, implementing adequate and appropriate countermeasures, based on the threats received. It is a technology that we use on our devices, but which can also be integrated into other systems, making the latter Cyber Security protected. Our products are unique for effectiveness and efficiency and are also predictive of possible future threats.

**Cyber  
Evolution S.r.l.**

[www.lecs.io](http://www.lecs.io)  
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Contact:  
Tonino Celani  
Roberto Camerinesi



REGIONE  
MARCHE



MARCHE  
UNIVERSITY OF EXCELLENCE

 Cyber Evolution

 @cyberevolutionsrl

 @CyberEvolutionSrl



**BOOTH  
ITA06**

Domethics name comes from the domotics and ethics, the right balance between tech innovation and sustainability. We are an innovative Italian SME, engaged in the design and implementation of products and services in the IoT world, with particular focus on smart home, telemedicine, wellness and health care. Our preferred partners are banks, insurance companies, utilities, telcos, prop tech company and system integrators. We won the Innovation Awards at CES2022. Our greatest goal is enable anyone in the world to access the broadest and most sustainable ecosystem of IoT products and services.

## **Domethics S.r.l.**

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Mirko Bretto  
Samuele Rocca

 Domethics



**BOOTH  
MAR02**




E-mod has patented E-match, a digital renewable energy platform to speed up and increase network and permission to build renewable plants.

E-match is a b2b2c2g hub to create online working team to project and realize plants, tailor made for every use. Private, business, owners, public administration, governments or investors can log in to create opportunity for green energy business.

## **E-mod**

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Ivano Aloisi  
Manuela Blazevic

 @emod.light\_thefuture  
 @EMod.lighthefuture  
 @emod.light\_thefuture



Evolvo is an Italian Innovative StartUp founded in January 2020 and focused on Mobility Solutions. We have created and Patented a Smartlock system for e-bikes and a technology to create a unique digital property certificate thanks to Blockchain + NFT. We definitively solve the problem of theft and ownership of bicycles. And you can easily charge your electric vehicle. An effective all-in-one system. Hybrid fleets and smart bikes communities for a smart, sustainable world. Never without, always with you.

## Evolvo S.r.l. Mobility Solutions

[www.evolvomobility.com](http://www.evolvomobility.com)  
[info@evolvomobility.com](mailto:info@evolvomobility.com)

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Igor Tempo

 Evolvo Mobility Solutions

 @evolvo.mobility

TINALP is a learning platform which revolutionizes the concept of Education 4.0 introducing augmented classrooms which simulate practical scenarios, with real-time trainer-trainees interaction, for a customized and immersive learning experience. Using Augmented Reality TINALP creates a more realistic immersive e-learning experience, enabling new ways of training through mobile cloud classroom and virtual presence. In addition, teachers can retrieve real-time information about each student, to shape training to their specific needs and capabilities.

## FifthIngenium

[www.tinalp.com](http://www.tinalp.com)  
[antimo.musone@fifthingenium.com](mailto:antimo.musone@fifthingenium.com)

Contact:  
Roberto Mangano  
Matteo Valoriani

 Fifth Ingenium

 @FifthIngenium



BOOTH  
ITA09

Tata Rock is a smart portable baby rocker designed to support parents by automatically rocking babies in their usual sleeping places. Attach Tata Rock to the side of the stroller or cot and choose either from the device or from the App: 1. Rocking or vibration operation mode 2. Rocking or vibration intensity up to 5 levels 3. Session time up to 30 minutes (only through the app).

**Filo S.r.l.**

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[info@filotrack.com](mailto:info@filotrack.com)

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Andrea Gattini  
Giorgio Sadolfo

 @getmytata

 @getmytata




BOOTH  
ITA28

Flywallet platform connects Health, Insurtech, Payment and Mobility services in one ecosystem thanks to a new generation of wearables equipped with biometric sensors for secure user authentication and constant vital signs monitoring with clinical grade. Keyble wearables allow the user to enable only via fingerprint or heartprint contactless payments, passwordless logins, access to places and monitor with medical grade all vital signs. Flywallet's aim is to integrate medical and lifestyle data to allow Partner companies to develop new value-added services and research in the medical field.

**Flywallet**

[www.flywallet.it](http://www.flywallet.it)  
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Lorenzo Frollini  
Pietro Signorini

 Flywallet - We got you covered

 flywallet.it

 flywalletit

 flywallet.it

 flywalletit

 flywallet



Footure Lab works in the area of sports analytics, through the production, processing and analysis of data. To date, our focus is on the business of football. Today we monitor more than 200 leagues and more than 75000 players weekly, also processing the game models of more than 3000 teams.

The market for football analytics and digital transformation is growing exponentially and it's estimated that from 2020 to 2026 the value will increase fivefold. We believe that supporting our customers in reading big data is the key to gaining a real competitive advantage, the difference between a big investment and a right investment.

## Footure Lab

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Pierluigi Pinna



SARDEGNA CIRCAS  
SARDEGNA RICERCHE



REGIONE AUTONOMA DI SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA



## GeckoWay

Create Radically Successful Businesses



VirtualCRAB  
Move your business in a different way

VirtualCrab is a new project by GeckoWay that combines Enhanced Reality with the art universe. Its objective is to facilitate the encounter between the demand for fruition and the Italian artistic offer through the Enhanced Reality. Fusing the best features of virtual, augmented and mixed reality with gamification mechanisms, it enables a more interesting and participatory fruition of Italian masterpieces.

Through educational and traveling exhibitions, users will have the opportunity to explore Italy's artistic heritage and interact with it by using holographic visors.

## GeckoWay

[www.virtualcrab.com](http://www.virtualcrab.com)  
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Contact:  
Manuel Mazzone  
Michele Battista



BOOTH  
ITA03

GemaTEG develops innovative thermal management solutions for high-performance microprocessors (CPUs and GPUs).

The company was founded in 2019 in Seattle - the world capital of Cloud, with its R&D center in Italy. DaTEG is the latest product in the company's portfolio of sustainable systems. Specifically designed for HPC and high-demanding applications, DaTEG is a patented active thermal management system with advanced thermoelectric technology.

The system allows close control of microprocessor temperature, substantially increasing computing power and reducing power consumption and noise.

---

## Gemateg Italia S.r.l.

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Manfred Markevitch

Fabio Fabbris



BOOTH  
ITA18

Haura is the first Smart Kitchen Desktop in the world that allows you to produce and cook in real time, in a simple way, healthy, fresh food, without additives or preservatives. Thanks to the innovative "Food Operative System" software and the Food Applications, Haura already has all the knowledge and operational skills useful for supplying a finished product autonomously and automatically, so the operator becomes an auxiliary at the service of the machine.

This allows anyone, even those without experience in the kitchen, to produce, cook and preserve high-level dishes without errors.

---

## Haura S.r.l.

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Matteo Pressacco

 Haura srl

 Haura srl



**BOOTH  
MAR03**

HCOMM has patented multisensory tech walls "World of Sensations" which can be inserted inside any living space (home, office, hotel, spa, museum, clinic...), bringing innovations in terms of health & wellness, entertainment, and art expression. A methodology-exclusive tech, and software, can manage audio, video, olfactory stimuli, vibrational frequencies, climate, and special effects, creating an immersive multisensory space. The APP allows to perform of multisensory program treatments for psycho-physical well-being, supporting personal performances, increasing creative skills, and many more.

**Hcomm S.r.l.**

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 @hcomm\_worldofsensations\_nftart

 @hcommme1954

# ezrize Humanfactor<sup>x</sup>

**BOOTH  
ITA10**

EZrize is a portable ergonomic work station that doubles as a carrying bag for electronic devices. It is designed to accommodate a laptop, tablet as well as a smart phone and allows users to set themselves up to work comfortably, just about anywhere.

It is lightweight, eco-friendly and includes a series of customizable accessories.

So whether you work at home, in the office or both, EZrize will set you up for success in 30 seconds or less.

**Humanfactorx S.r.l.**

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 Humanfactorx

 @ezrize

 @ez\_rize

# HUKNOW

KNOWLEDGE is the new SHARING ECONOMY

BOOTH  
ITA07

Meet any Expert in less than 2 minutes. On HuKnow, HUman KNOWledge online.

A single place to find and immediately meet lawyers, doctors, psychologists, coaches, and more! Yoga, music, cooking, fitness, nutrition, school tutoring, languages: internal search engine can match any query! Easy and immediate solution for all consumers - instant access to web for >1 million Italian professionals. AES256 protected call, web-site +4 apps: Italian press called it "the Persons' Amazon". Solve any problem, or better your life, immediately: Knowledge is the new sharing economy. Top 50 World Startup 22.



**Interweb S.r.l.**

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 HuKnow | Consulenze Immediate online

 @huknow\_online

 @HUKNOW

 @huknow

 @HuKnowOnline

 ITAL INNOVATION

 Bitty

BOOTH  
MAR04

Bitty uses artificial intelligence to analyze data from IoT devices. This business intelligence system allows information to be collected and processed automatically, having quantitative and qualitative information as an output. It analyzes how the customer interacts with the device and it gives advices to improve the customer experience and to develop new features. The software also analyzes the revenues deriving from the new sales models that can be carried out through the IoT such as, to name a few, in-thing purchase and servitization.



**Ital Innovation S.r.l.**


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Marco Sisca

 Ital Innovation

REGIONE  
MARCHE 

MARCHE  
LAND OF EXCELLENCE 



BOOTH  
ITA02

The Alexa for Bigdata, DataProdigy is a platform designed for managers that provides support to quickly generate business intelligence reports without using BI or Excel files. Thanks to a big data processing engine and artificial intelligence, DataProdigy can use human language and turns each question into a report call and instantly creates a new business report.

DataProdigy avoids wasted time and additional costs, taking care of the entire creation process for each report.

## It's Prodigy S.r.l.

[www.dataprodigy.io](http://www.dataprodigy.io)  
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Sano Musab Hijazi

 It's Prodigy



BOOTH  
ITA19

Kippy was the first in Europe to develop consumer IoT devices to locate pets, monitor their activities and understand their needs in real time. The goal is to transform Kippy products into true pet smartphones, keeping owner and pet in constant contact with a small subscription. Kippy sells throughout Europe and the UK and it will enter the American market in 2023 with Kippy CAT: the smallest, lightest, most technologically advanced pet wearable for cats and small dogs.

It allows you to locate your, to monitor its state of well-being and to send personalized messages on what your pet is doing.

## Kippy S.r.l.

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 @kippypet

 @KippyEVO

lightScience is an award winning company founded in 2020 to disrupt the laboratory testing industry through diagnostic digital solutions. Leveraging on proprietary hardware technology and AI algorithms, lightScience re-engineered blood testing and created a working prototype to interrogate minute amounts of blood with incredible precision and reliability. lightScience's first product is a system to monitor the progress of Phenylketonuria, the most common inherited metabolic disease. Since this solution is a platform technology, it could also be used to monitor other human pathologies.

## lightScience S.r.l.

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Maenne S.r.l. is an innovative start-up created to develop, build, promote and distribute Maenne the third millenium multisensory stimulation system.

Maenne S.r.l. has its own research and development department and use experts of various sectors to give the necessary support and implement the totally innovative system conceived by one co-founders Dr. Marco Battistoni. The Maenne System, although not a medical device, may have indications in the field of relaxation, psycho-physical well-being, in support of sports both competitive and amateur, of energy rebalancing and in many other fields.

## Maenne S.r.l.

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Robert Jones



 Maenne Stimolazione Multisensoriale

 @maenne3506

 @maenne\_experience

 @maenne.experience



BOOTH  
ITA04

My-Money is a patented and revolutionary payment system, completely biometric and device-free.

We have created a new payment system, making it extremely secure, easy, and fast. Secure: no more frauds thanks to biometrics. Easy: everyone will be able to use it. No more barriers due to the technological misalignment, to the wealth or poverty of a Country, or to the age of the user. Fast: paying using your finger is a natural gesture, it will take 1 sec. From today, you will no longer have with you a credit card, cash, or your phone to have access to your money. My-Money: born to be free.

## My-Money

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Greta Clementi

 My-Money biometric, device-free payments

## NEXT VISION

Spin-off of the University of Catania

BOOTH  
ITA29

Nairobi is an AI Wearable Assistant able to interact with humans to support them navigating indoor unknown spaces computing routes from observation and showing paths to follow in Mixed Reality. It is able to help humans to navigate environments to reach a point of interest or localize themselves in a space (e.g., for rescue purpose). Nairobi is able to help humans in different contexts such as Daily Life (e.g., retail, airports and hospitals), Cultural Heritage (e.g., museums), Assistive and Rehabilitation (e.g., help humans with disabilities in supermarkets) and Industrial (e.g., warehouse).

## Next Vision

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Francesco Ragusa

# PIKKART

Technologies that reinvent your reality.

BOOTH  
ITA31

Pikkart is an innovative scale-up based in Modena, Northern Italy, specialized in research and development of innovative Computer Vision and Augmented Reality solutions. Pikkart creates a new and easy way to communicate and increase business using its different and disruptive proprietary patented technologies.

Pikkart Group presents for the first time at CES 2023 the new app BOXO: the application for all those companies that want to give their customers the possibility to interact with products and brands in Augmented Reality. Boxo is not only traditional AR, because it uses the patented technology Pikkart-AR Logo, an evolution of AR; it can link up to a million different pieces of content (i.e.traceability, anti-counterfeiting etc.) to as many copies of the same image.

## Pikkart S.r.l.

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 Pikkart\_AR

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 @pikkart\_ar

 @Pikkart.AR

  
BIOMEDICALS  
Think Human. Think For Human

BOOTH  
ITA25

Plus Biomedicals is a start-up based in Brescia, Northern Italy, operating both in Italy and abroad, specialised in the research and development of innovative biomedical devices for the disabled and the elderly. Cwash® is the world's first gradual release and fully automatic dental cleaning device that doesn't need water and toothpaste. Cwash® can be used anywhere: it is small and easy to carry.

Moreover, connecting wirelessly to your smartphone, it allows you to keep track of your oral hygiene and to change some parameters, such as the intensity of vibration or the duration of treatment.

## Plus Biomedicals S.r.l.

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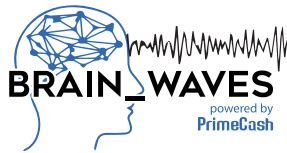
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Francesco Vavassori

 Plus Biomedicals S.r.l.

 @plusbiomedicals

 @plusbiomedicals.srl





BOOTH  
ITA16

Brain Waves is the first system that connects the Brain with any Electronic Device (Computer, Tablet, Smartphone etc...).

It can lock and unlock any device by generating a password directly from the owner's brainwaves.

Brain Waves can also allow you to drive vehicles, drones, and electric cars using mind power. A disruptive Brain Waves application on Health-Care is to allow SLA affected to drive a wheelchair using their mind.

## PrimeCash S.r.l.

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BOOTH  
ITA14

QuicklyPro is an innovative startup founded in March 2018 by three physiotherapists, working in the Healthcare sector, specifically dealing with the invention and implementation of technological devices for rehabilitation and gait maintenance, as well as overcoming the health needs of patients, thanks to simple and effective solutions.

QuicklyPro designed and built Q-Walk, a revolutionary wearable device for rehabilitation and gait maintenance in people with walking problems, based on visual feedback and always connected to an App and telerehabilitation platform.

## QuicklyPro

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Radoff is an innovative start-up born of a social need: protecting people from indoor pollution. In enclosed environments, such as homes or workplaces, we feel invulnerable. However, in these exact places pollutants can reach their highest concentrations. We have created the first device capable of cleaning indoor air from major pollutants and, most importantly, the ONLY device capable of automatically removing radon, a radioactive gas and the 2nd cause of lung cancer globally (WHO). Immediate cleaning action integrated with a real-time monitoring system, to breathe healthy and safe air. Always.

## Radoff S.r.l.

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 Radoff  @radoff.life  
 @radoff\_life  @clab\_radoff  
 @projectradoff2722

# revolt

data revolution

K-Suite is a software platform designed for the subscription economy to increase customers' engagement, satisfaction and retention. K-Suite is able to collect data from different sources, aggregate and archive them independently to facilitate their processing. Through ML and AI algorithms, which learn from imported data, K-Suite offers on one side custom powerful analytics to companies and on the other different KPIs and tips to consumers for a better experience.

## Revolt S.r.l.

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 Revolt SRL

Searcode is a consumer electronics startup with a focus on the fashion industry, the startup's goal is to make electronic fashion accessories whose design can be modified through a mobile app.

Searcode has created Coverride, the first electronic case for smartphones that can be customized with images, animations, and NFTs; users can access the official marketplace where they will find hundreds of designs made by artists, creators, and designers, and users can also make their own custom design in seconds. Coverride is a patented and made in Italy product.

 @coverride



## Searcode S.r.l.

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# SDG Juicer

SDG Juicer is a no-code app that uses artificial intelligence to analyze external communication, policy documents, and online content. The app helps companies understand which sustainability goals they are achieving by providing a detailed breakdown of the topics and sustainability impact of any document, website, or dataset. With its ability to process multiple languages and its user-friendly interface, SDG Juicer is a valuable tool for companies looking to effectively communicate their efforts to achieve the seventeen Sustainable Development Goals.

 SDG Juicer



## SDG Juicer

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BOOTH  
ITA12

Security Pattern has been founded in 2017, its core business is consultancy and development of innovative security solutions for embedded systems.

We support customers from the initial phase of the project up to the management of security of devices in the field. Security Pattern has expertise in the definition of security requirements, selection of building blocks, development of HW and SW components for ASIC, FPGA and microcontrollers, deployment of methodologies for demonstrating a 'secure by design' approach. We are the first Italian cyber security company certified with IEC 62443-4-1:2018 standard.



## Security Pattern S.r.l.

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 Security Pattern



BOOTH  
ITA22

Senior Srl is an innovative startup with the goal of creating high-tech products in the field of sensor systems, implementing solutions that can be applied in different contexts. Our team develops apps, software, and cloud platforms, which through the implementation of proprietary algorithms and Artificial Intelligence, enable the digitalization of the sense of smell. Our key product is Mastersense, an e-nose able to evaluate the freshness of food. Lately we are also designing solutions for VR, such as Digital Nose, whose aim is to integrate the sense of smell inside the Metaverse.



## Senior S.r.l.

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Alice Conselmo

 Senior Srl

Covid beyond the pandemic disaster gave more awareness for sustainable air indoor environments – AIE.

In indoor environments we spend over the 90% of our life, on average air is polluted 5 times more than outside, the health safety is less, involve anxiety and panic and last but not least makes less socialization. Proactive Air Indoor Management it became an essential need for hotels, retail stores and enterprises to engage their customers and employees. Our Air Nebulizer and Air Fluid pods based on scientific approach help to make safer, experiential and functional AIE for a new wellbeing.



## Sensosan

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---

 Sensosan

 @sensosanbenefit

We are an Innovative Startup entering the industrial aerospace world by offering Advanced Air Mobility Healthcare (AAMH) solutions designed, developed and industrialized based on customer operational needs.

The design, engineering and industrial development capability will take us into space to handle On-Orbit service and Lunar and Martial missions in the future.



## Skyproxima

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Luca Derosa

---

 Skyproxima

 @skyproxima

The fusion of technology and one of the world's oldest jobs gives rise to a new method of farming. SAM offers farmers the opportunity to make decisions based on precise data, supporting them at all stages of the harvest. At a time when optimising natural and economic resources is of paramount importance for survival, we are there.

The application of drones and ground-based sensors, combined with our decision-making algorithm, offer a decision support system in agriculture that is perfect and adaptable to any type of crop.





## Smart Geo Survey S.r.l.

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Andrea Liverani



 Smart Geo Survey SRL  @Smartgeosurvey  
 @smartgeosurvey



Soccerment is a Sports Tech company specializing in Soccer Data Intelligence. At CES 2023 Soccerment will showcase XSEED, a cutting-edge wearable device that tracks and analyzes soccer player performances, fostering the technical, tactical and athletic improvement of soccer teams and individual athletes. Thanks to their tech specs, AI algorithms, extreme safety and app usability, the smart shin-guards XSEED represent the perfect device to start gathering high-quality performance stats. Furthermore, Soccerment's well-recognised expertise in advanced data analytics transforms the data gathered through XSEED into actionable insights, empowering the decision making process of soccer coaches and players.



## Soccerment S.r.l.

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 @soccerment



BOOTH  
SAR08

Connect your Atlas, unroll your world, and play! Sprama Game Labs is a new tech startup focused on developing an ecosystem for hybrid board games based on its unique patented technology: The Atlas Game System.

The Atlas Game System merges a traditional board game experience with a digital one, enabling a new kind of augmented gameplay that can use interactive tutorials, AI, connected services, and more. It uses a modular approach making it cost-effective and easy to adapt to different designs, allowing the integration of new opportunities and benefits for players, designers, and publishers.

## Sprama Game Labs S.r.l.

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SARDEGNA CIRCUS  
SARDEGNA RICERCA



REGIONE AUTONOMA DELLA SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA

 Sprama Game Labs

 @atlasgamesystem



BOOTH  
ITA32

Strategic BIM is a proptech company empowering buildings and infrastructures data through digital twins. We support buildings' owners, property managers and operators to use data in a more sustainable and collaborative way. Our platform, UTwin, is a centralized data management solution for buildings and infrastructures.

The platform stores and tracks real-time asset data in a single interface and provides solutions for a 360° building management during its LC. UTwin allows interoperability and users cooperation in a safe environment, leading to a sustainable data-led decision-making process.

## Strategic Bim S.r.l.

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Leonardo De Bellis

 Strategic BIM

The Meter Cube 3D, a light and compact device that combines the technologies of a laser distance meter, a lidar scanner and a digital protractor in a single product. In practice? By placing the device in the center of the area or it immediately catches all measurements you need of the room and exports the detection in .DXF format, saving hours of detection, digital planning and without the chance of error. Automatic, manual, distance meter and real-time modes. Automatic, the function that has no competitors. The Meter will begin to rotate and take 1600 measurements in less than 40 seconds.



## The Meter S.r.l.

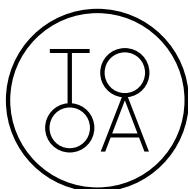
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Filippo Merani

 TheMeter

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TooA is a revolutionary, patented Italian system. It is distinguished by its innovative coloring technology, which makes it possible to make an express Gelato in just a few minutes, starting from an unrefrigerated single-portion liquid base.

TooA preparations contain only excellent raw materials and natural ingredients, without the addition of thickeners, colourings and artificial preservatives. Our core values include a focus on personal health and well-being: our products are all gluten-free and our extensive range includes a vegan line, which is VegaNOK certified.



## TooA S.p.A.

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 TooA

 @tooaofficial

 @tooa\_official





# Trackting®

**BOOTH  
MAR08**

Trackting is what can be called a real example of Italian craftsmanship applied to the digital industry.

The company designs and manufactures smart anti-theft solutions to track, monitor and protect 2-wheeled vehicles.

Nowadays Trackting is facing the new era of connected mobility with an innovative device for bicycles and e-bikes.



## Trackting S.r.l.

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Trackting



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@trackting2323

REGIONE  
MARCHE



MARCHE  
UNIVERSITY OF EXCELLENCE



VISIONAIR LAB



TAKE A BREATH®

**BOOTH  
ITA13**

TAKE A BREATH®. YOUR PROTECTED / EASY WEARABLE / CONNECTED / INVISIBLE ENVIRONMENT.

Take a Breath® is an innovative protection system against pollution and virus made by a sun visor + a protective screen formed by an invisible air barrier + an air purifier.

Thanks to the *Twin Flow Protection System technology*, Take a Breath® is easy to wear / compact / invisible / easy to use.

Take a Breath® can be used alone or applied on different supports.

Unlike other wearable purification systems, uncomfortable, unsightly and ineffective, Take a Breath® combines freedom of movement / superior protection / refined and fashionable aesthetics.



## Visionair Lab S.r.l.

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**BOOTH  
MAR09**

Westernchain is an innovative system developed by Western Engineering for automating energy exchanges between prosumers, producers and consumers of energy within a microgrid and aimed at maximizing collective self-consumption with a monitoring and accounting portal based on blockchain technology.



## Western Engineering S.r.l.

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Western Engineering



# WiData

**BOOTH  
SAR09**

WiData deals with IoT in Smart Cities, its flagship product is called People Mobility Analytics which is a digital system for the collection, analysis and visualization of data which offers an overview of people movements in different contexts.

It allows you to monitor the flow of people within the coverage perimeter of specific sensors which by edge AI are able to capture the radio fingerprint of people's devices equipped with WiFi interfaces such as smartphones and smartwatches.



## WiData

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WiData





**XRIT**  
eXtended Reality Internet of Things

**BOOTH  
SAR10**

XRIT is an innovative startup operating in Sassari (Sardinia, Italy) in the field of eXtended Reality.

XRIT develops various projects creating dedicated apps enriched by 3D reconstructions of environments and scenerios with multi medial interactive contents verified by a team of experts in the various disciplines pertinent to the activity (3D modelling, graphic design, programming, but also history, archaeology, architecture, engineering, etc.).

The projects involve the use of the most advanced techniques to create Virtual Reality eXtended Reality.



**Xrit S.r.l.**

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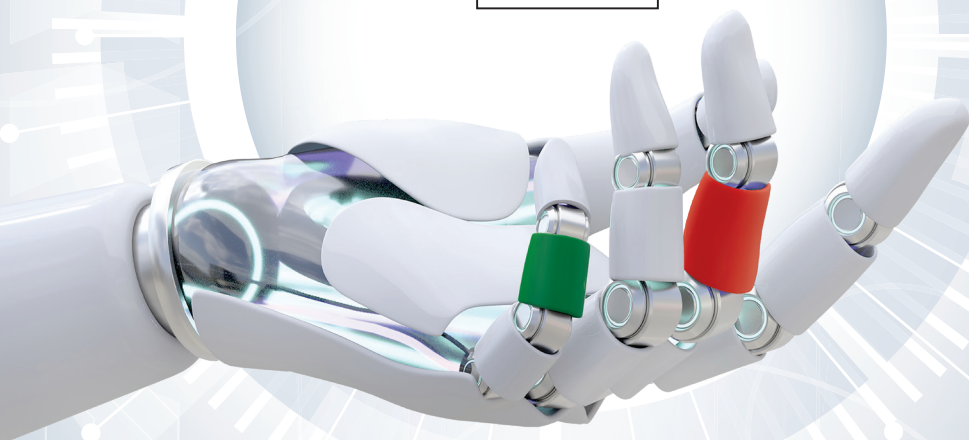


 Xrit

 @xrit\_italy

 @xrit.italia

**Scan for the  
Arena Italia program  
at CES 2023**





ITALIAN TRADE AGENCY

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