



Ministry of Foreign Affairs
and International Cooperation



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Driving business growth with Italian excellence.

ITALIAN
STARTUP



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MARCH 2-5, 2026

FIRA BARCELONA
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The Italian Trade Agency (ITA) is a government agency coordinated by the Ministry of Foreign Affairs and International Cooperation. It supports the business development of Italian companies abroad and promotes foreign investment in Italy.

ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses through its motivated and modern organisation and widespread network of overseas offices. ITA uses the most modern multi-channel promotional and communication tools to promote the excellence of 'Made in Italy' worldwide.

The ITA operates through a worldwide network of 69 offices and 18 satellite offices in 74 countries. Our Madrid office is the ideal gateway to the Spanish and Portuguese markets.

At the 2026 Mobile World Congress, Italy will be represented by 34 companies. To highlight their participation, we have created a detailed activity plan that includes this brochure. The purpose of the brochure is to provide visitors with an easy-to-use reference tool that helps them to identify the exhibiting companies and provides them with useful information for future reference.

We are proud to present a group of high-potential start-ups and innovative companies that are developing cutting-edge solutions powered by artificial intelligence, the internet of things, and advanced digital technologies. Their products and platforms are designed to transform multiple industries, including healthcare, smart manufacturing, logistics and mobility, smart cities, marketing and sales, fintech, cybersecurity and emerging tech.

We wish you a fruitful visit to our pavilion and are confident that Mobile World Congress will provide the perfect opportunity to develop and strengthen your relationship with the exhibiting Italian companies.

Giovanni Bifulco
Director - ITA Office in Madrid



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221e[∞]

221e srl is a leading global supplier of intelligent precision sensing solutions for smart devices. Our AI-powered sensor fusion algorithms provide exceptional accuracy and consistent results alongside significant cost advantages. Since 2012, we have delivered innovative sensing solutions to power a wide variety of products, including wearable devices, sports equipment and smart PPE. For over a decade of field testing and scientific research, 221e's advanced sensing technologies have been continuously refined to meet the accuracy requirements of the most demanding applications. Our renowned interdisciplinary support team helps our customers to gain real value right away following a plug and play installation. Visit us at www.221e.com and follow us on LinkedIn, YouTube and Facebook.



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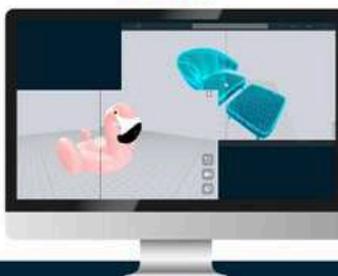
ADAPTA studio is a startup and spinoff of Politecnico di Milano who develops a solution for 3D asset optimization, management and visualization with patented algorithms. Our objective is to make 3D as easy as 2D.

End to End Solution

3D CONTENT MANAGEMENT SYSTEM



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The all-in-one 3D lifecycle management platform

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WhoTeach

WhoTeach is an AI-powered B2B digital learning platform that helps organisations design and deliver high-quality upskilling and reskilling programs in a faster, more efficient and fully data-driven way. By combining advanced recommender systems (Machine Learning and Deep Learning) with Generative AI, WhoTeach dramatically reduces the time and cost required to create and update courses, automatically suggesting the most relevant resources and generating complete learning materials such as slide decks, concept maps, quizzes and assessments tailored to specific skill gaps and learning objectives.



The graphic features a yellow background with a pattern of white dots on the right side. At the top left is the WhoTeach logo. Below it, the text reads "One single platform for every training need". Three circular icons are arranged horizontally: a brain for AI, a computer monitor with a grid for Live, and a graduation cap for LMS. To the right is a laptop displaying the WhoTeach website interface.

WhoTeach

One single platform
for every training need

- WhoTeach AI**
for training material generation
- WhoTeach Live**
synchronous
- WhoTeach LMS**
asynchronous

The laptop screen displays: "The intelligent B2B platform of digital learning" and a photo of a woman working on a laptop.

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APEIROON

Apeiroon is developing portable 5G networks to solve connectivity for robots and defense, enabling physical AI at the edge.



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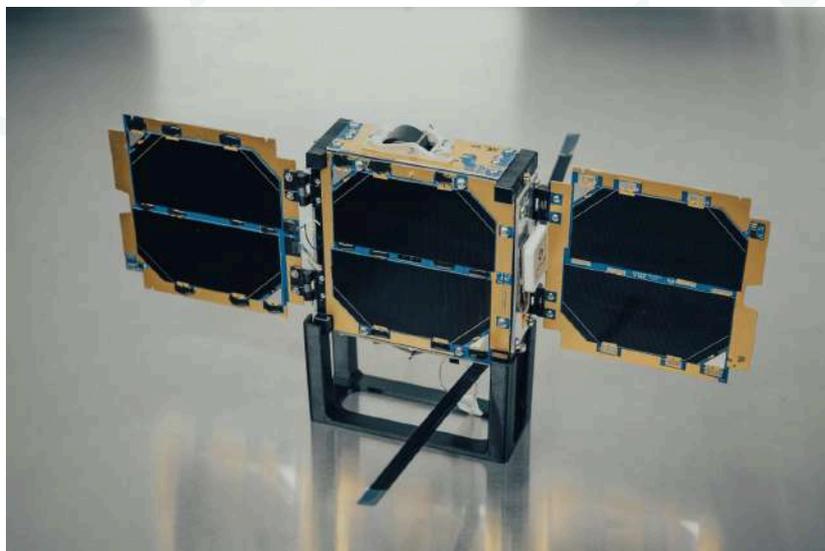
Chief Commercial & Operations Officer





APOGEO SPACE

Apogeo Space is developing the first private Italian picosatellite constellation for IoT telecommunications. This constellation aims to provide ubiquitous satellite connectivity and near-real-time data transmission, even in remote areas, connecting low power and low data rate devices. The ongoing connectivity gap continues to affect multiple markets, leaving many IoT devices either permanently or intermittently offline. The most common issues are related to the existence of remote areas without coverage, the difficulty of enabling cross-border operations, and the challenge of transmitting private and secure data. Therefore, satellite connectivity for IoT applications solves the challenge of coverage in remote areas, ensuring reliable and secure communications where terrestrial networks are unavailable. It offers low-power, scalable solutions that enable remote asset monitoring and reduce operational costs, while enhancing efficiency and ensuring data security in critical applications.



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ARIA Sensing is a fabless semiconductor company, started in 2021 and based in Brescia.

Starting with radars, its mission is to provide the world's best UWB technology and it is glad to present Hydrogen, the world's first UWB radar to deliver:

- Scalable 1D/2D/3D detection
- 4Tx – 4Rx channels: world's highest angular resolution
- Single-pulse and pulse-compression: world's first
- Programmable bandwidth: world's first
- 1,8GHz max

Ideal for:

- Health&Safety:
 - o Contact-less monitoring of breath/heartbeat, sleep monitors, fall-detection in Hospitals & at Home
- Smart Building&Retail:
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 - o Power Optimization and People Counting in HVACs
- Consumer Electronics:
 - o Gesture-based control of appliances, presence detection and people counting in Smart-TV, anti-intrusion devices
- Industrial:
 - o Safety device for robots, cobots & AGVs
- Automotive:
 - o CPD, DMS & people counting, baby-reminder



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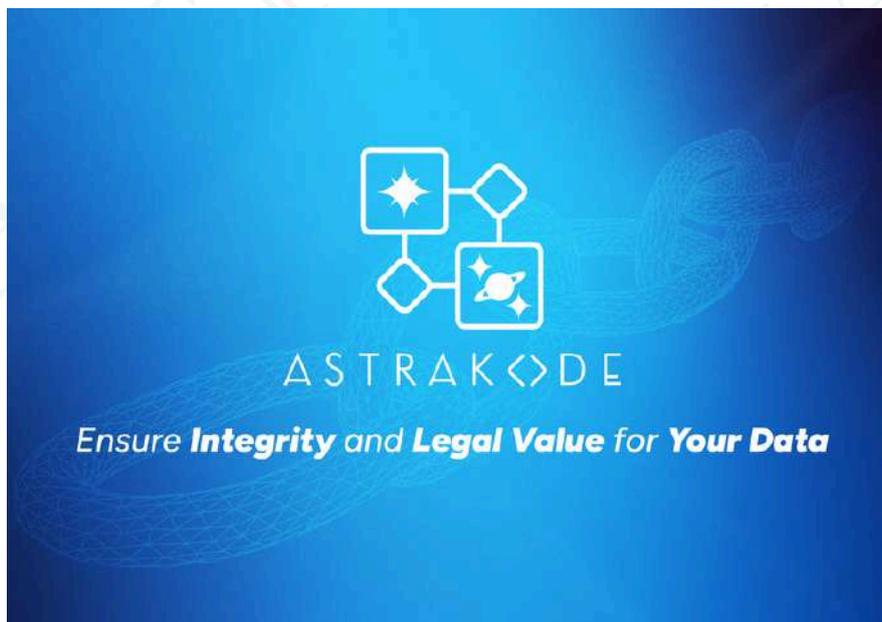
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AstraKode S.r.l. is an innovative startup founded in 2021, with the goal of simplifying access to advanced technologies through low-code and AI solutions. With AKB (a no-code SaaS platform for blockchain and smart contracts), the Blockchain Notarization Service, and Kode Sherpa (AI for Solidity developers), we make blockchain accessible, secure, and scalable for businesses.



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Penelope's mission is to democratize hedge-fund-grade investment intelligence through transparent, standardized, and repeatable AI-driven market signals. We empower investors, brokers, and financial institutions with objective, non-personalized forecasts and risk-aware tools—improving decision-making without replacing human judgment or crossing regulatory boundaries.

Our vision is to become the world's first distributed hedge-fund-grade intelligence layer, embedded across brokers, wealth platforms, and financial ecosystems. A future where advanced AI is accessible, auditable, and operationally usable by everyone—from retail investors to family offices—without conflicts of interest, hidden incentives, or pseudo-advice.

In short: clarity over noise, math over marketing, intelligence over opinion. AI supports decisions—it doesn't sell illusions. Performance is tracked live, not promised. Technology scales intelligence, not speculation.

Think like a professional. Invest with AI.



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COLUX is an advanced software platform for collaborative co-design that leverages Mixed Reality (AR/VR) technologies to support the design, customization, and validation of products and spaces within shared digital environments.

The software enables designers, companies, stakeholders, and end users to collaborate in real time within immersive virtual workspaces, overcoming traditional physical, geographical, and communication barriers. Through intuitive interfaces and interactive three-dimensional visualizations, COLUX makes even complex technical content easier to understand, facilitating dialogue among users with different skills and backgrounds.

COLUX supports the entire design cycle—from the conceptual phase to product customization and final validation—reducing the need for physical prototypes, in-person meetings, and inefficient iterations. This approach enables a significant reduction in time, costs, and environmental impact, in line with the principles of sustainability and the circular economy.



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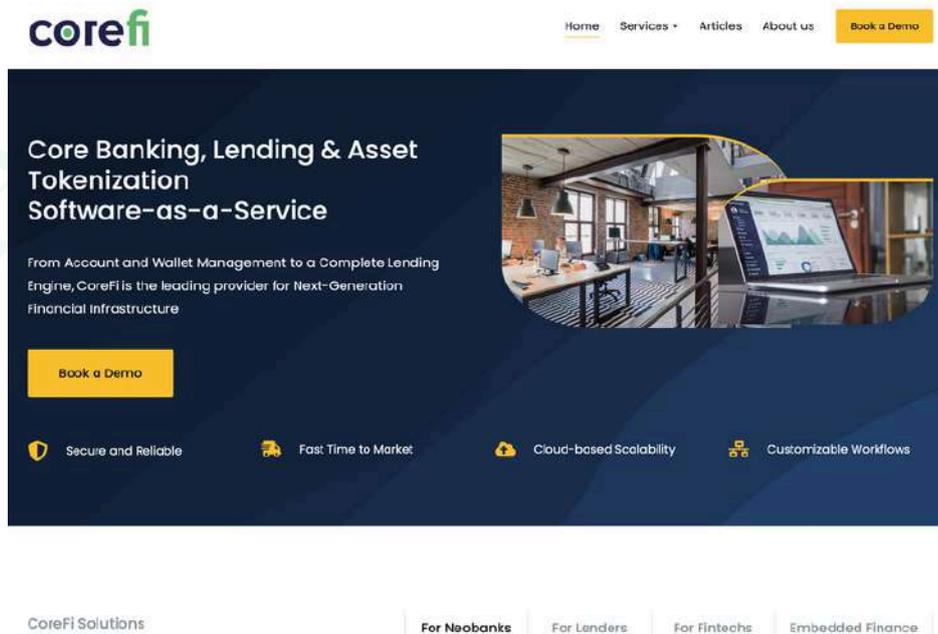


CoreFi offers a cloud-native, microservices-based Core Banking solution available as SaaS or on-premises. It empowers fintech startups, banks, and enterprises to rapidly build and launch neo-banks, investment platforms, crowdfunding, buy-now-pay-later, and digital lending systems.

With modular components for accounts, transactions, digital assets, investments, tokenization, and lending, CoreFi eliminates the need to develop core infrastructure from scratch. Achieve faster time-to-market, significant cost savings, effortless scalability, and simplified integrations—while overcoming legacy limitations and technical complexity.

Built-in security, compliance features, and flexible deployment options (SaaS for simplicity, on-premises for control) enable seamless adaptation to emerging trends and reliable, high-performance operations.

Launch innovative fintech products efficiently and confidently with CoreFi’s future-proof technology.



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Cyberangels Dashboard

Security Overview All Systems Secure

Vulnerabilities	Scans Complete	Compliance
0	247	98%

Recent Activity

- Domain scan completed - client-site.com
- SSL certificate renewed - secure-app.net
- Compliance report generated

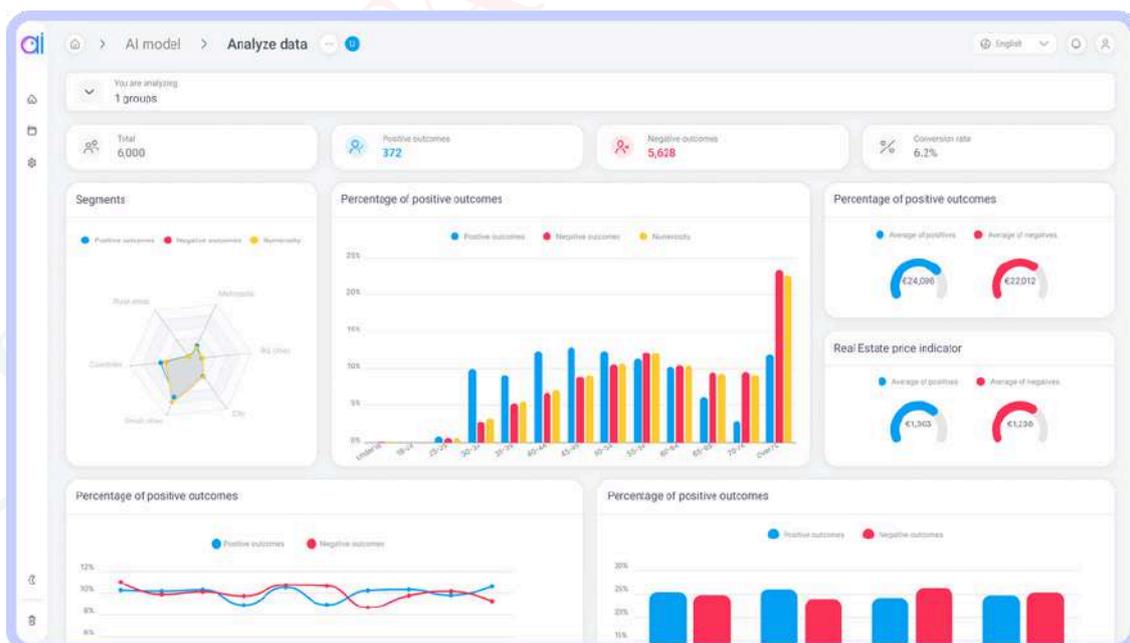
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Elai is the autonomous Data Science Agent that uses GenAI reasoning to generate fully operational predictive AI models from raw data.



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>_dilium

Technologies for Ideas

dilium is an innovative Italian deeptech company specializing in Spatial Computing (AR/VR), and Computer Vision(AI) digital transformation solutions for B2B and B2C markets. Selected by Apple inside the Apple Developer Labs in London and Cupertino, we design and develop apps that bridge the physical and digital worlds, enabling immersive experiences and Spatial Collaboration across the Apple ecosystem, including Apple Vision Pro.

Our flagship platform, 3DtoMe, empowers companies to create, share, and collaborate in real time on digital twins in 3D, reducing time, costs, and environmental impact.

dilium supports enterprises, retail, media and luxury, and industrial partners in reimagining processes, products, and user experiences through innovation-driven technology.



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Total Score
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Does the article provide a detailed description of the sample, including size, demographics, recruitment, and criteria?
✓ Yes
Expand for explanation

The article provides a detailed description of the sample, including size, demographics, recruitment, and criteria. The research paper mentions that participants were recruited from 135 centers in 23 countries from July 2010 to December 2013. It also specifies that 82 centers from 21 countries enrolled patients with a history of PCI. The paper further details the criteria for patient enrollment into the initiation and continuation stratum based on their aspirin intake. The paper also mentions the use of a 24-hour computerized Internet system for randomization and the use of block randomization, stratified by center and aspirin stratum. The paper also provides information on the follow-up procedures and the statistical methods used for analysis. Therefore, the paper provides a comprehensive description of the sample, recruitment process, and criteria, warranting a score of 1.

Does the article describe the data analysis process in detail?
✓ Yes
Expand for explanation

Does the article discuss measures taken to avoid or minimize systematic bias?
✓ Yes

Does the article share any data or code?
✗ No
Expand for explanation

Has the study or any data in the article been registered in advance?
✓ Yes
Expand for explanation

Does the article adhere to specific reporting guidelines?
✓ Yes
Expand for explanation

Is the article's methodology described in detail, including where, when, how, what, and who?
✓ Yes
Expand for explanation

Are the data collection processes described in detail, including where, when, how, what, and who?
✓ Yes

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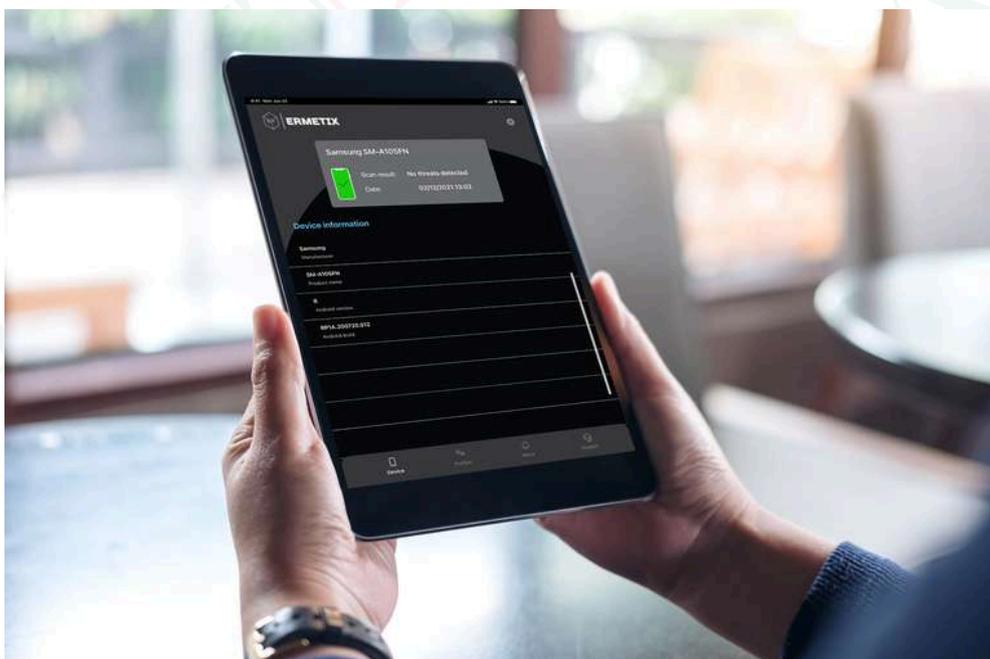
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CEO



ERMETIX

Unified Endpoint Management
combined with the protection of
Mobile Threat Defense.

Ermetix is a Software as a Service 100% Made in Italy, which combines a Unified Endpoint Management (UEM) to the Mobile Threat Defense (MTD) and offers to companies and public administrations the ability to manage, monitor and protect their "fleet" of Android, iOS and Windows devices.



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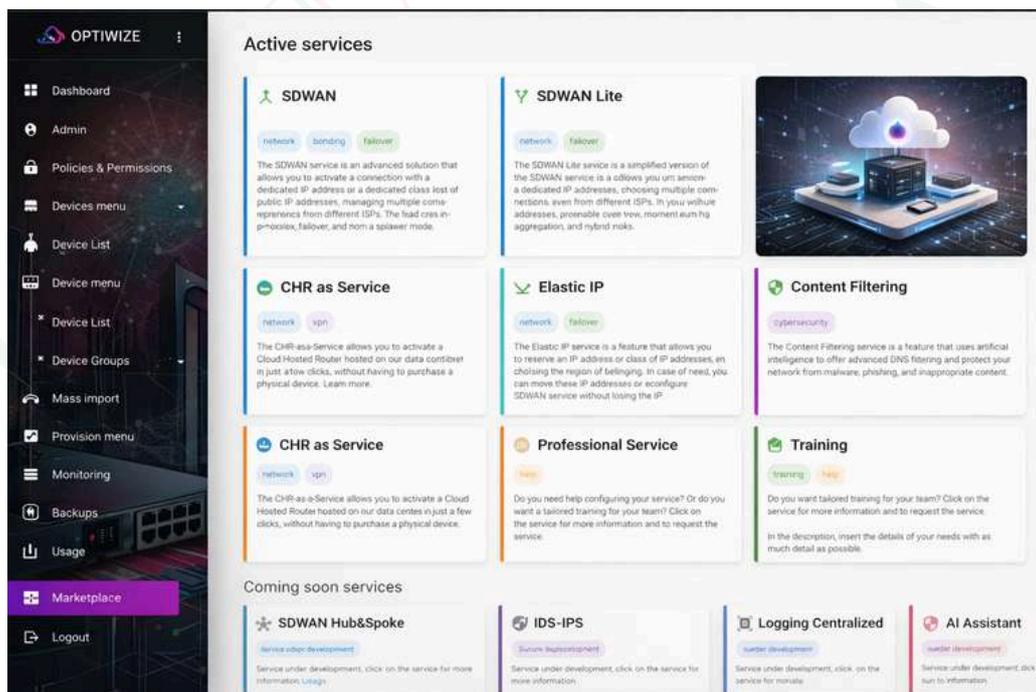


OptiWize is a cloud and on-premise network automation platform designed for ISPs, WISPs and System Integrators managing MikroTik infrastructures at scale.

It simplifies operations through automated provisioning, SD-WAN services, proactive monitoring, backup and troubleshooting, reducing operational costs and improving service reliability.

OptiWize helps network operators standardize configurations, accelerate deployments and manage thousands of devices efficiently from a single platform.

The solution is built for real-world Telco environments and can be deployed in cloud, hybrid or on-premise scenarios, supporting scalability, security and operational efficiency.



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FifthIngenium is an Italian immersive-experiences enterprise driving digital innovation through eXtended Reality (XR), Artificial Intelligence (AI) and 3D system integration. With a multidisciplinary team and over a decade of expertise, FifthIngenium designs and deploys immersive solutions – from education and manufacturing to healthcare and cultural experiences – that transform learning, streamline operations and elevate engagement. Founded in Italy, FifthIngenium leverages the latest devices and platforms to enable organisations to turn advanced technology into simple, impactful tools.



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humans.tech*

Humans.tech is an Italian tech company that has been operating globally for 10 years. It develops products and services through intelligent interfaces and AI to simplify daily interactions and make business processes more effective.



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Icarus Technology develops AI-powered voice assistants designed to transform how healthcare and service organizations manage incoming calls and patient interactions. Our solution, Jenny AI, answers phone calls 24/7, understands user intent, provides accurate information, collects structured requests and routes them to the right team through a dedicated platform.

By combining conversational AI with a centralized management portal, Icarus helps clinics, medical centers and service providers reduce missed calls, improve operational efficiency and enhance the overall user experience. Our technology is designed to integrate seamlessly into existing workflows, supporting human teams rather than replacing them.

Icarus focuses on rethinking front-office processes, enabling organizations to manage high call volumes while maintaining a human, reliable and patient-centered approach.

AI solution for managing incoming calls

- Answers patient calls automatically.
- Converts requests into structured data, 24/7.
- Flexible and easy to integrate.
- Customizable to meet your processes.

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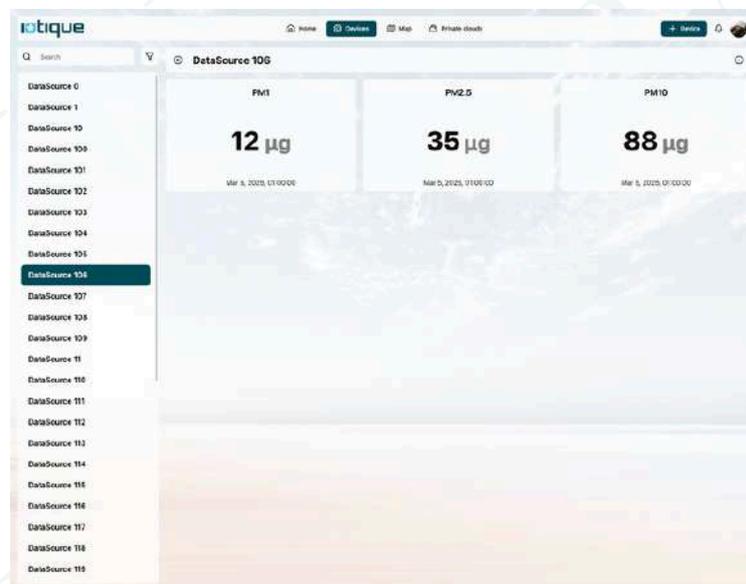


iotique

IoTique is a software company focused on the design and development of IoT platforms. We build systems that handle device management, data ingestion, processing, and visualization in a reliable and scalable way. Our work covers the full lifecycle of an IoT solution, from initial architecture and protocol selection to deployment and long-term operation.

We place strong emphasis on system robustness, data integrity, and security, designing platforms that can operate continuously and adapt to growing numbers of devices and increasing data volumes. We also focus on clear data models and well-defined APIs to support integrations with existing systems and third-party services.

IoTique works with companies, research groups, and public institutions to develop custom IoT solutions, supporting both experimental projects and production environments where stability, traceability, and maintainability are critical.



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turn up innovation

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Mediterraneo Lab 4.0 is a digital innovation company focused on advanced training, Web3 solutions and blockchain-based credentialing. It supports organizations in digital transformation through expert-led courses, applied research and verified skills systems powered by Workers Badge. It collaborates with universities, enterprises and public bodies to develop transparent, interoperable and future-ready learning and talent ecosystems.

Mediterraneo Lab 4.0 by Workers Badge unifies career and learning credentials in a secure Web3 wallet, using patented technology and blockchain-verified open badges. It delivers instant, trusted skill verification, HR automation, and full EU compliance—offering unmatched transparency and efficiency.

Workers Badge targets universities, training providers, HR departments, companies, and employment agencies seeking secure, fast, and compliant verification of skills and career data. Ideal for organizations needing trusted credentialing, automation, and transparent talent management.



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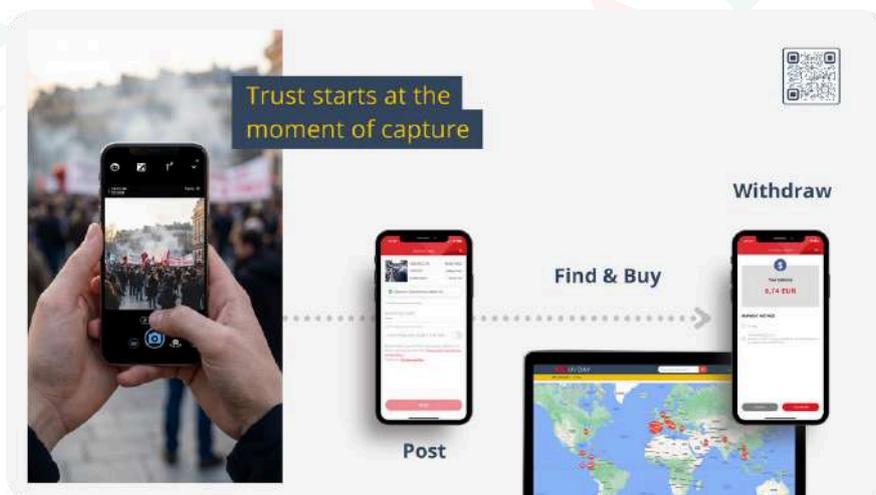
WuvDay is a digital platform designed to ensure trust and authenticity in visual information.

It certifies photos and videos at the moment of capture, creating verifiable proof of origin and protecting content from manipulation.

In an era where AI-generated and altered images are becoming increasingly common, WuvDay addresses the challenge at its source by embedding authenticity directly into the content creation process, rather than relying on post-production verification.

The platform is designed for media organizations, institutions, NGOs and professionals, while also enabling citizens and communities to securely document events, stories and realities on the ground.

By combining technology, security and accessibility, WuvDay contributes to a more transparent and trustworthy digital information ecosystem.



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spoki

Spoki's conversational customer engagement platform is at the forefront of transforming how businesses engage with their customers via WhatsApp.

Headquartered in Italy with an office in Barcelona, our core mission is to streamline and enhance interactions between customers and businesses, elevating each conversation to be more impactful and tailored to individual needs.

Our platform facilitates seamless engagement throughout the entire customer journey, covering everything from marketing and sales to post-purchase support, employing a diverse array of highly effective strategies.

In 2025, we expanded beyond WhatsApp to include SMS channels and AI-powered features that help companies deliver personalized conversations efficiently at scale.

Spoki boasts a thriving community of over 2,000 customers, making it the ultimate choice across various sectors, including ecommerce, education, finance, beauty & wellness, automotive, tourism, consulting, restaurants, entertainment, and marketing agencies.



NextAI Srl

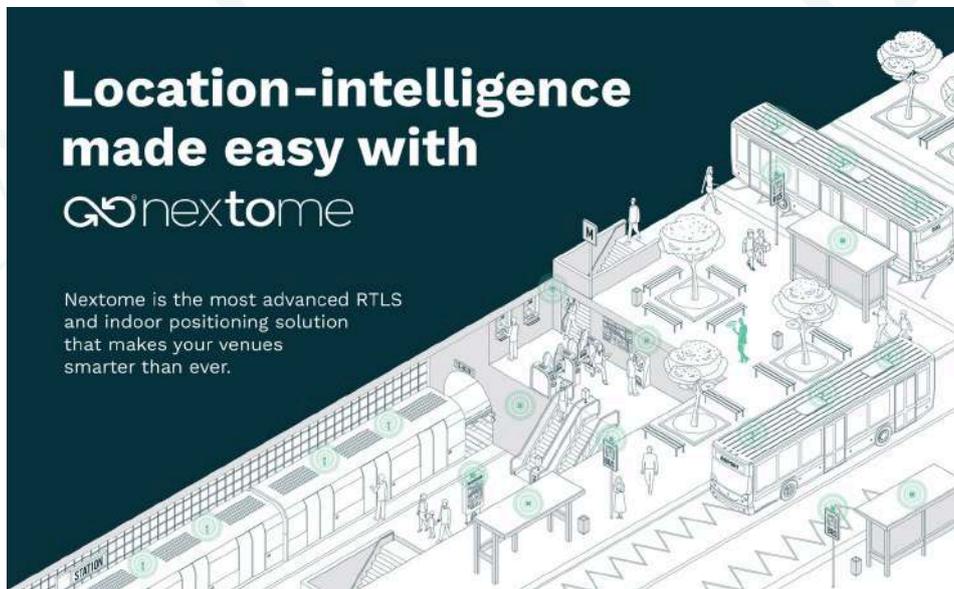
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Nextome is an innovative SME specializing in advanced locating, monitoring and real-time tracking solutions for the safety, productivity and efficiency of production and logistics processes of complex companies and organizations. Active on the market since 2014, it is among the leading players in the RTLS market thanks to an expertise and an offering made up of a mix of off the shelf technologies and internationally patented proprietary systems capable of satisfying the most challenging needs of companies of the caliber of ESA, Stellantis, Hitachi and others.



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smart**FAB**

smartFAB is an innovative, deep-tech Italian SME that makes products for human-driven analysis of real-world manufacturing problems.



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Social Things is a consulting company that helps small and medium-sized enterprises stay competitive in the market and improve the performance of various business activities through innovative technologies, particularly Artificial Intelligence, Machine Learning, and advanced Data Analytics. For this reason, we also engage in Research and Development activities, both for internal projects and for clients, in collaboration with several universities. Recognized for our impact and expertise, we are among the 42 Industry 4.0 Technology Transfer Centers accredited by MIMIT (Ministero delle Imprese e del Made in Italy) and have been named one of the 100 most innovative AI companies in Europe by the European Digital SME Alliance. We are also part of AI Magister, the European Digital Innovation Hub with a focus in Italy, specialized in applied Artificial Intelligence and offering advanced solutions for intelligent Digital Transformation.



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CEO





Sophia AI Srl develops Private Business AI solutions.

Sophia Engine is our On-Premise/VPC AI platform that allows software houses and internal teams of SMEs to easily develop completely private and secure AI solutions. In fact, it exposes OpenAI-compatible APIs, which allow for an extremely fast transition from a PoC/demo to production software (with almost zero transition costs). This also ensures cost control, which is very difficult to achieve using commercial model APIs (whose cost is linked to token consumption). It can also be integrated with any ERP and management system to leverage business data.

Sophia Desktop is our local AI product to be used for basic functions with private documents (not to be shared with ChatGPT), offered free of charge to SMEs to allow them to test its potential. In particular, it provides four modules: Chat, Search, Agents and Projects.

The graphic is divided into two main sections. The left section has a purple background and features the Sophia logo at the top. Below it, the text reads "Your data, your AI. Private." followed by three bullet points: "Easy" (No advanced AI skills are required for production), "Powerful" (Complete and versatile, like OpenAI, but secure), and "Integrated" (It can become part of your systems & software). The right section has a light blue background and is titled "Create easily & securely with APIs; starting open-source". It contains a table comparing AI as a problem versus an opportunity.

AI: problem	or	opportunity?
Exposing private data	→	sovereignty On-Prem or in Private Cloud
Unpredictable & high costs	→	costs 0€/token: fixed costs
A lot of time spent in R&D	→	time-to-value As easy as with OpenAI

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Truesense Ultra-Wideband: Magic Made Easy

Truesense is a leading company in the design and delivery of advanced platforms focused on Ultra-Wideband (UWB) Ranging and Radar applications, combined with Edge AI software and innovative IoT solutions.

With a unique expertise in TinyML software development, and through strong collaborations with strategic partners such as NXP Semiconductors and Politecnico di Milano, Truesense turns complex technologies into reliable, scalable, and market-ready solutions for its customers.

Truesense's products and applications address a wide range of sectors, including Smart Mobility, Smart Home, and Industrial environments, enabling secure access control, precise localization, and real-time tracking of people and assets (RTLS).

In the Healthcare domain, Truesense develops advanced UWB Radar platforms for non-invasive monitoring, supporting well-being, safety, and elderly care through continuous and intelligent sensing.



Truesense SRL

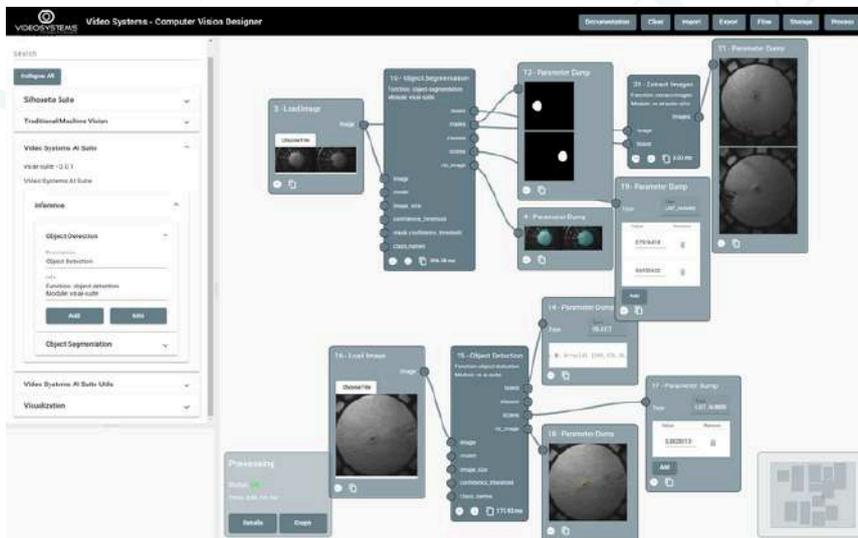
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For over 30 years, Video Systems has been transforming manufacturing excellence through cutting-edge machine vision and AI technology. As Italian pioneers in intelligent quality inspection, we empower industries to achieve zero-defect production and operational excellence. Our advanced solutions seamlessly integrate computer vision, AI, IIoT and robotics, delivering unprecedented reliability, efficiency, and complete process traceability. We don't just detect defects; we enable smarter, data-driven production environments that adapt and optimize in real-time. As innovation leaders actively engaged in European research initiatives, we collaborate with top industrial and academic partners to bring tomorrow's technology to today's factory floor. At MWC Barcelona, discover how our latest AI-driven inspection platforms are revolutionizing manufacturing—making production smarter, more flexible, and fully ready for Industry 4.0 challenges.



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TIMELAPSELAB

MONITOR YOUR CONSTRUCTION SITE

TimelapseLab produces smart industrial plug and play devices for remote construction site monitoring through images, paired with an innovative software that allows access to multiple construction sites from a single link. The software is based on neural networks and artificial intelligence that detects sensitive data in the images (faces, bodies, vehicles, number plates, outdoor areas) and blur them as needed for full privacy compliance. In addition, there is an alert system for immediate notification of irregularities on the construction site, such as lack of safety helmets for workers' security. The images can be compared, downloaded and shared. We can send automatic timelapse videos to users for work progress visualization. We create also professional timelapse videos at the end of the project for marketing and internal communication purposes. TimelapseLab provide a solution for project management, construction site assistance to companies and HSE, client and work control, architects, engineers, surveyors, marketing, etc.



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Marketing & Sales Manager



Y O U B I Q U O

The company designs, develops and produces wearable electronic devices and IoT (Internet of Things) devices to use Augmented and Immersive Reality and Artificial Intelligence in digital transformation processes towards the Industry 4.0 paradigm and beyond. Since 2022, the company has also been developing artificial intelligence systems applied to image analysis and conversation.



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youmarell

Youmarell is a digital platform that gives construction sites the visibility they deserve. Through high-quality photos, videos, and time-lapse content, Youmarell allows companies, public authorities, and citizens to follow construction, infrastructure, and restoration projects remotely, in a transparent and engaging way. The platform combines communication, documentation, and storytelling, offering dedicated project pages enriched with technical data, multimedia content, updates, and curated insights. This enables companies to have a portfolio of their projects. Privacy and compliance are guaranteed through automatic anonymization systems fully aligned with GDPR regulations. Youmarell connects the construction industry with the public, professionals, students, and tourists, transforming construction sites into accessible, informative, and valuable digital experiences that enhance transparency, trust, and long-term project visibility.



Youmarell - ULAB SRL

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OpportunItaly
Driving business growth with Italian excellence.

**ITALIAN
STARTUP**

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