



 **MWC**
Barcelona

ITALIAN TRADE AGENCY

ITALIAN EXHIBITORS AT

MOBILE WORLD CONGRESS 2023

HALL 7, STAND 7D51 E 7D71



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

ICE ROMA

Via Liszt, 21

00144 Roma

T. +39 800 98 98 00

urp@ice.it

www.ice.it



ITALIAN TRADE AGENCY

ICE - Agencia Italiana para el Comercio Exterior
Oficina de la Embajada de Italia
para la promoción del intercambio comercial

ICE MADRID

C/Agustín de Betancourt, 3

28003 Madrid

T. +34 91 597 47 37

madrid@ice.it

www.ice.it/it/mercati/spagna

Director

Giovanni Bifulco

Trade Analyst

Margarita Sánchez

ABOUT US

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

With a motivated and modern organization and a widespread network of 79 office in 65 countries, ITA provides information to foreign companies willing to establish business relationships with Italian partners.

We are proud to present in Barcelona 37 innovative start ups and SMEs that have developed new technologies applied in many fields such as: healthcare, virtual and enhanced reality, business communication and advertisement, sustainable energy, cybersecurity, internet of things, artificial intelligence, big data and many more. You are kindly invited to an appointment with Italian ingenuity!

The Italian Trade Agency has always been at the side of the Italian companies organizing Italian pavilions at the main international trade shows, visits to Italy by businessmen, workshops and seminars abroad presenting Italian technologies and ideas.



INDEX

AIRLYN BY VOICEMED
AR MARKET
BAXENERGY ITALIA S.R.L.
CHIMPA
CLEEP WEARABLE S.R.L.
COVERRIDE
CYBERNEID
CYBERTEC SERVICES SRL
DATAPRODIGY
DIGITAZON TECH SCHOOL
DOMETHICS SRL
DOTS
EXISTO S.R.L.
FIFTH INGENIUM
FLYWALLET
GAV PROJECTS
GRAFFITI FOR SMART CITY S.R.L.
HUXELERATE S.R.L.
INNEREO SRL
LETZFAIR
LIGHTSCIENCE
LOQUIS
MILESTN SRL
MY MONEY
MYAPPFREE
PHLAY
PICKEAT
PLUS BIOMEDICALS SRL
SCALING PARROTS
SIWEGO SRL
TECNOJEST S.R.L.
TIMELAPSELAB - MONITOR
CONSTRUCTION SITE REMOTELY
TOOTHPIC S.R.L
WAIT4CALL
WEAR
WHOTEACH



AIRLYN BY VOICEMED

Contact

Via Salvatore di Giacomo 66

00142 Roma

+39 3890588235

Contact@voicemed.io

Arianna Arienzo,

Arianna.arienzo@voicemed.io

The poster features the Airlyn logo at the top left. The main headline reads 'Breathe better, live bigger'. Below it, a sub-headline says 'Take charge of your asthma with our clinically-proven breathing programs, and track your breathing performance to improve your health and wellbeing! Try Airlyn today.' To the right of the text is a photo of a woman in a white tank top, holding her hand to her chest. Below the text are three icons with corresponding text: a plus sign for 'BETTER MANAGE YOUR ASTHMA SYMPTOMS', an upward arrow for 'IMPROVE YOUR QUALITY OF LIFE*', and a heart for 'BE 70% LESS LIMITED IN YOUR DAILY ACTIVITIES*'. A section titled 'WHY BREATHING EXERCISES?' follows, explaining the benefits of breathing exercises. At the bottom left is a QR code, and to its right is a call to action 'TRY THE APP FOR FREE!' with the website 'Visit airlyn.io' and 'Or scan the QR-CODE'. A small footnote at the bottom right states: '*10% of users reported significantly improved quality of life, after 12 months. **because of higher adherence compared to usual care, after 6 months'.

Monitoring respiratory health using voice. Our recent launched app Airlyn support people with asthma to improve their health and wellbeing using only a smartphone. Airlyn provides behavioral challenges such as validated breathing exercises and personalized feedback based on the sound of the breathing.



AR MARKET

Contact

Viale di Val Fiorita 86

00144 Rome

info@armarket.it

Flavia D'Altrui

f.daltrui@herotechnology.it

+39 3471204853

AR Market startup operates in the Immersive Tech market (AR/VR/360°), mainly for B2B. Our mission is using digital technology & gamification to drive business applications, increasing user experience and retention. We create 360° Gamified Virtual Spaces to empower B2B Companies, both full custom and SaaS, turning the web experience from static to dynamic/3D. The SaaS solution (www.armarketvirtual.it) is a scalable entry point to Web3 and Metaverse, guiding Companies through the transition. It enables easy onboarding, self-provisioning CMS for content personalization and web integration. Moreover, we offer a library of extra services and AR/3D/Gaming content for upselling. We transform Entertainment, Events, Shopping, Art and Training in engaging virtual experiences, easily enjoyable through desktops, mobile devices, VR headsets for any age target.

BAXENERGY



BAXENERGY ITALIA S.R.L.

Contact

Via Sclafani 40/B

95024 Acireale

+39 3288393977

Federica Cutuli

federica.cutuli@digitalatom.it

+39 348 65 90 811

BaxEnergy provides software solutions for the visualization, analysis and optimization of cross-technology renewable energy power plants distributed all over the World. The company provides an extensive domain expertise combined with the latest intelligent technology to develop next-gen asset management platforms. More recently, the company has developed IoT hardware technologies for energy trading, power forecasting, industrial battery storage management and other solutions for monitoring charging stations for electric vehicles and hydrogen production facilities. Over the years, the company has expanded its horizons of operations beyond the energy sector, developing software solutions in the field of computer graphics, employing the technologies of virtual reality and augmented reality. This second business line includes products and services for the exploration and interactive editing of 3D environments and architectural models in virtual reality with an immediate interface that excludes the need-to-know programming languages.

The logo for XNOOVA is composed of the letters X, N, O, O, V, and A. Each letter is a different color: X is red, N is pink, the first O is purple, the second O is blue, V is light blue, and A is teal.The logo for Chimpa features the word "Chimpa" in a blue, rounded font. The letter "i" is red. Below the word, the tagline "With One Another" is written in a smaller, blue, sans-serif font.

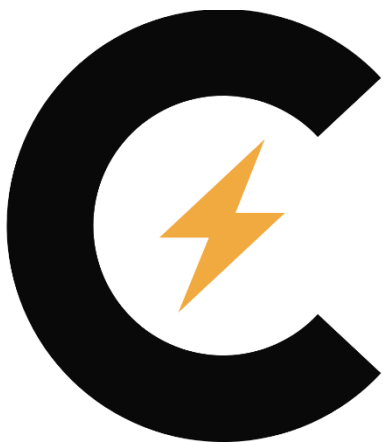
CHIMPA

Contact

Via dei Mille n.3
29121 Piacenza
+39 0237901660

Paolo Gorlani
paolo.gorlani@xnoova.com
+39 3703541015

XNOOVA is the Italian company, with a consolidated experience in mobile security software development . Chimpa is the Xnoova's cloud based UEM + MTD, software solution that allows you to manage and secure any iOS , Android and Windows based devices like Smartphone , Tablet, Kiosk , Flat Panel etc. monitoring , managing and protecting them from hackers intrusions and data theft through its Mobile Threat Defense focused module.



CLEEP WEARABLE S.R.L.

Contact

Via Canzatora 243

04029 Sperlonga

+39 3382963157

Giulio Cesarelli

giulio@cleepwearable.com

+39 3382963157

Giulio is CEO & Founder of Cleep Wearable, a tech hardware company specialized in IoT and wearable technologies. Cleep team designed the smallest 4K wearable camera now live on Indiegogo:<https://igg.me/at/cleep-pro>

The startup offers also hardware design consulting about IoT and wearable devices products.





COVERRIDE

Contact

Viale Magna Grecia 57
88100 Catanzaro
+39 3801323035

Mele Rizieri
r.mele@searcode.com



Searcode is an innovative startup that wants to revolutionize the world of fashion accessories by allowing users to customize the design of their accessories whenever they want, to fit every circumstance and special occasion, giving free rein to their imagination and buying one accessory to have them all. Searcode's first product is Coverride, the electronic case for smartphones that can be customized with images, animations and NFTs. The user can manage the case through a dedicated app that also provides access to the official marketplace, within which the user can choose from hundreds of designs made by artists and creators and install them on the case in seconds. The user can also upload customized designs to the case. Coverride is the first product to enable the enjoyment of digital assets such as NFTs in everyday life, transforming them into phygital objects and fashion accessories.



Cyberneid

cybernetics and electronic identity turned on

CYBERNEID

Contact

Via Croce Rossa 21

80127 Napoli

+39 3351401266

Ugo Chirico

ugo.chirico@cyberneid.com

+39 3351401266

Identity proofing and kyc

Identikyc identifies customers by reading their electronic identity document through NFC and authenticates them by using face recognition, protecting everybody from identity theft.

The intuitiveness of Identikyc onboarding process drops the abandon rate to 5%, while that of the alternative systems is about 50%.

Advanced electronic signature just one click ahead

Instesign allows digitally signing documents avoiding the sending of a hard copy of identity card. This greatly reduces the risk of identity theft.

With Instesign customers can digitally sign documents generating a new virtual electronic identity linked to the real electronic identity.

How Identikyc supports companies to deliver better business outcomes

- Drastic reduction of identity thefts**
Identikyc removes any vulnerability by using proprietary DCE (dynamic check identification system) - NFC scanning the electronic identity documents - Face recognition with liveness detection.
- Increase in successful onboarding**
Our intuitive authentication journey minimizes frustration during the onboarding journey ensuring the compliance with the highest security level.
- Strong security**
Based on proprietary artificial intelligence algorithms, Identikyc uses an anti-spoofing process - Machine learnable compliant with Level 1-2 of ISO 20101.
- Global coverage**
Identikyc supports any electronic card: e-ID card, passport and any ICAD identity document.

How Instesign supports customers

- Drastic reduction of identity thefts**
Instesign removes any vulnerability by using proprietary DCE (dynamic check identification system) - NFC scanning the electronic identity documents - Face recognition with liveness detection - Generated electronic virtual identity.
- Passive liveness detection**
Based on proprietary artificial intelligence algorithms, Instesign uses an anti-spoofing process - Machine learnable compliant with Level 1-2 of ISO 20101. Furthermore the generated eID is stored into a protected memory of the device.
- Global coverage**
Instesign supports any electronic card: electronic passport and any ICAD identity document.

Cyberneid is an innovative startup that wants to present itself as a technological leader in Artificial Intelligence and electronic identity, in Italy and abroad.

The name Cyberneid derives from Cybernetics and Electronic Identity, the main sectors in which our team has excellent knowledge and many years of experience.

Our mission is to provide our customers with our cabling solutions and cutting-edge technologies to increase their profitability.



CYBERTEC SERVICES SRL

Contact

Viale Africa 36

00144 Roma

+39 3473859186

cybertec@computarte.it

Vasco Petruzzi

cybertec@computarte.it

Cybertec Services Srl it's an italian company based in Roma. With Project ComputArte we make LOYAL TECHNOLOGY and engineer VPC = Very Personal Computer : ornamental home server equipped with PRIVATE AI to keep home a place where PRIVACY it's respected, protected and defended.

We offer a interface with voice and gesture commands EXCLUSIVELY decoded on premises. Domains covered: home automation (B2C), e-health loyal platform (B2B), loyal commercial platform (B2B), Data monetization solutions (B2all)

We have an international patent portfolio for ornamental models and an innovative cooling system for electronic components.



DATAPRODIGY

Contact

Via Monte Napoleone 8

20121 Milano

+39 0230457057

pr@itsprodigy.com

Sano Musab Hijazi

pr@itsprodigy.com

About Us

DataProdigy born after 2 years of R&D and testing, the first \$100k was from founder savings and after that we win different Italian Government prizes and Unicredit Financial Loans for startups. Today we partnership with Deloitte and we are a very happy team of 5 people.

Contact

+39 023 045 7057
www.dataprodigy.io
pr@itsprodigy.com

Partners

Deloitte.

CREDIT AGRICOLE

FASTWEB

DATA PRODIFY

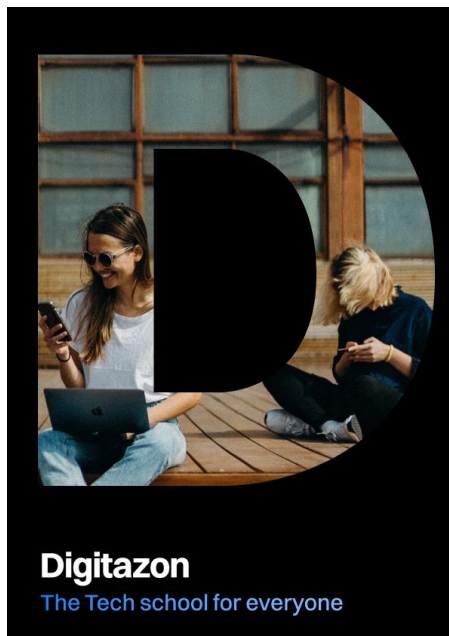
THE ALEXA FOR BIGDATA

"Get your data reports done in a prodigy way"

DataProdigy is a platform for managers to support the fast generation of business intelligence data without the usage of BI or Excel files. Thanks to a Big Data engine and Artificial Intelligence, DataProdigy is able to use human language: it transforms each question into a call reporting and immediately creates a new business report. With DataProdigy you avoid wasting time and additional costs for the processing of reports and it covers all the process of approval of each report.

It is a customizable product, able to connect with all company platforms (SalesForce, Sap, Google Cloud, Oracle, AWS, etc.) and generate intuitive reports in a short time. Of course, it can be used in multiple countries because it is a multilingual system.

Digitazon



DIGITAZON TECH SCHOOL

Contact

Via Solferino 3

20121 Milano

+39 3335448842

Angelica Peretti

angelica@digitazon.com

+39 3335448842

Our mission is to ensure that everyone can build their career in Tech. With no upfront costs, Digitazon enables young talent to learn with top professionals from the Tech industry.



DOMETHICS SRL

Contact

Via Pietro Micca 20
10121 Torino

Maurizio Ferrero
maurizio.ferrero@domethics.com
+39 3452246616

Domethics is an innovative Italian company engaged in design and implementation of products and services in IoT world. We are focused on smart home, elderly care, wellness and telemedicine. We also convey, through our devices, third-party value-added products and services, such as telemedicine, instant insurance, smart devices and smart home sensors.

Our approach is addressed to find the right balance between technology, innovation and social and environmental sustainability.

In 2022 ADRIANO, a Domethics product that transforms any smartphone, tablet or smart TV into a powerful and affordable smart-home gateway; won the “Innovation Awards 2022” at CES in Las Vegas.

In 2023, at CES, we presented CARE-PET, a mat that can monitor the well-being of pet. It measures heart rate, breathing, quality and time of rest.



DOTS

Contact

Viale Coni Zugna 71
20144 Milano

Vittorio Di Mauro
vittorio@connectlab.co
+39 348 5804680

CONNECT AND PROTECT EVERYTHING YOU LOVE

DOTS is the world's first modular, device-to-cloud service platform enabling localisation, monitoring, and protection of animals, people, and "things" indoo.



EXISTO S.R.L.

Contact

Via San Martino, 12

20122 Milano

+39 0245902000

Francesca Burgo

francesca.burgo@existo.tech

+39 3425054579

Existo is an italian med-tech start-up that produces light wearable exoskeletons for disabled people. As a company, Existo is committed to become the reference brand for the disabled people community, aiming at creating a product portfolio of affordable, comfortable and easy solutions to improve disabled people quality of life.



FIFTH INGENIUM

Contact

Via Carlo III 8
81100 Caserta
+39 345363642

Antimo Musone
antimo.musone@fifthingenium.com



FifthIngenium is an innovative specialized in solutions and services for the Digital Transformation of business processes through AR, AI, Internet of Things and Cloud Computing technologies, put at the service of the Education, Industry 4.0, Healthcare and Social sectors, to support customers in the "Intelligent Digital Revolution". Among the first in Italy to develop applications in Mixed Reality, it has partnerships with the protagonists of the Hi-Tech market, is recognized as Microsoft Mixed reality Partner and distributor of Microsoft HoloLens 2.

We are also an Independent Software Vendor (ISV), following our success SAAS product: "TINALP" for education market <https://tinalp.com/>; "Holo Dentist" for healthcare market <https://holo.dentist/>; "Mosaic" for social market <https://mosaic-app.org/>; "Braind40" for industrial sector <https://braind40.com/>



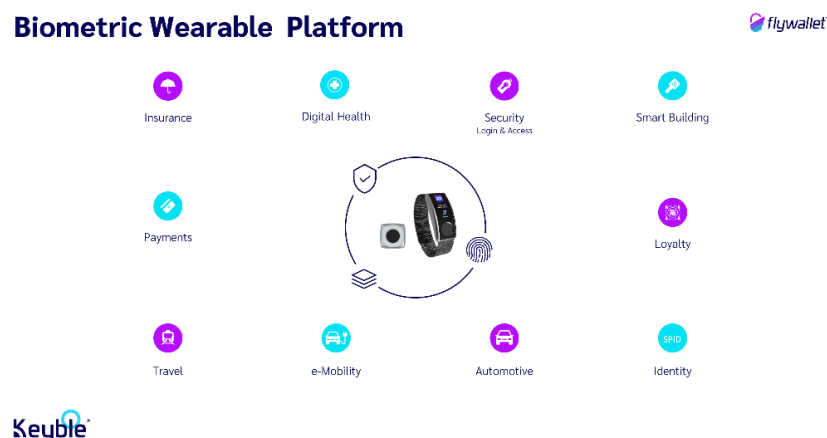
FLYWALLET

Contact

Via colonnetta 18/B
02034 Montopoli Di Sabina
info@flywallet.it
+39 3933242162

Lorenzo Frollini
lorenzofrollini@flywallet.it
+393933242162

Biometric Wearable Platform



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 continuous 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.





GAV PROJECTS

Contact

Via Monaco 142
81054 San Prisco
a.monaco@gavprojects.com
+39 3923472581

Antonio Monaco
a.monaco@gavprojects.com



GAV Projects is engaged in the design of engineering works applied to virtual and augmented reality, as well as the development or elaboration of innovative products, applications and/or services with high technological value. Ours is a company specializing in the creation of VR and AR immersive Metaverse and applications that can be used and viewed with viewers, mobile devices or simply on the web. We develop CG products for all kinds of businesses, in the automotive, retail, engineering and tourism fields.

Our solutions address any reality that is integrating technology in augmented reality or virtual reality in its innovative processes, the fields and application sectors are various: from marketing, automotive, retail, food&beverage, tourism, gaming to name a few.



GRAFFITI FOR SMART CITY S.R.L.

Contact

Zona Pip Frazione Scalo Salandra
salvatore.pepe@mosaicodigitale.it
+39 3922520021

Salvatore Pepe
+39 3923472581

graffiti for smart city



We are an innovative startup specialized in the production of bioresin mosaics and IoT systems. We create beautiful and smart walls, starting from a digital infrastructure integrated in a work of art, a hi-tech "smartwall", which offers and monitors highly technological services. Smartwalls are considered an urban infrastructure to be installed on the suburbs to qualify, bringing art and services, to these urban spaces.

Metaversi brand-friendly, develop a completely new environment that is inspired by the values that build the business; where new users, customers and fans can be enveloped in experiences and events based on the energy that distinguishes the business and its target industry. Imagine being able to create an environment, with all the features you want, where you can bring your customers together anywhere in the world. Being able to show or present one of your products or events, perhaps creating just a meeting room or dreaming bigger about a whole world based on your business.

HUxelerate[↑]

HUXELERATE S.R.L.

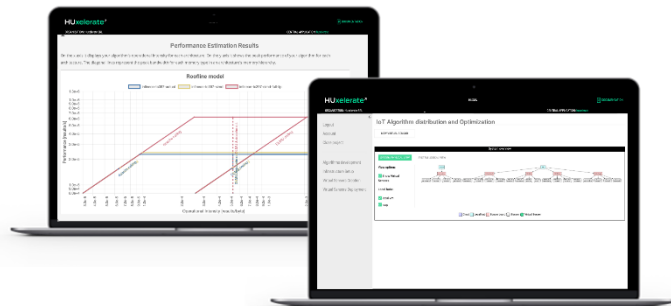
Contact

Via San Martino 12
20122 Milano
+39 0245902000

Sara Notargiacomo
sara.notargiacomo@huxelerate.it

HUxelerate[↑]

A SUITE OF TOOLS TO DEVELOP HIGH-PERFORMANCE SOFTWARE



Huxelerate is transforming the software development market by commercializing a new generation of tools to democratize high-performance software, by radically cutting down cost of high-performance software development in time critical IoT applications such as connected cars, energy utilities and factories. The company is co-founded by Sara Notargiacomo, Lorenzo Di Tucci and Marco Rabozzi, with the support of e-novia Industrial Group.

INNEREO

INNEREO SRL

Contact

Via Paisiello n.19
80100 Napoli
+39 3896868162

Sebastiano Deva
deva@innereo.it
+39 3381016050



At Innereo, we believe that the first step towards a reduction of stress levels goes through the understanding of the feelings we are experiencing in a given moment. To that aim, we designed an affective computing system able to analyze a subject's emotional state, transliterating it to an emotional experience that allows people to feel their feelings through their senses. One possible implementation of this concept is DeepSoundMe, a mobile application that analyzes the Galvanic DataSkin Response (GSR) to create music in real-time, based on your feelings.



LETZFAR

Contact

Via San Domenico 14

42121 Reggio Emilia

+39 0522 1607075

Claudio Stefanini

claudio.stefanini@letzfair.com

+39 3283193481



App & platform to maximise the success of your events and to manage and engage communities.

Letzfair supports the organizers of trade fairs, congresses, conventions and company events to increase the satisfaction of all participants and to increase the revenues generated by the event.

Our integrated solution of mobile app, web platform and advanced marketing and support services, offer visitors, exhibitors/sponsors and speakers of your events a long range of services to improve participation, increase business opportunities and maximize their satisfaction.

Thanks to the LetzFair solution, your event attendees will have a real community at their disposal where they can network, meet exhibitors, receive training, participate in interactive events/webinars and much more.



LIGHTSCIENCE

Contact

Via Cavour 2
22074 Lomazzo
+39 0692917882

Marco Vismara
marco@lightscience.ai
+39 3471959796

LightScience is a cutting-edge medical technology company that specializes in developing innovative analytical solutions for the digital era. Our flagship product, myLAB, is a portable near infrared spectroscopy scanner that can be used to test blood levels for various conditions, such as PKU and chronic kidney disease. Our platform technology also allows for easy creation of new machine learning based chemometric calibration models for various analytes. In addition, we have also developed L.A.G.O., an environmental solution that can be mounted on a marine drone to navigate autonomously in a water body and leverage data from satellites to improve its sampling strategy. Invest in lightScience and you'll be investing in a company that is revolutionizing the medical field and improving the lives of patients.



LOQUIS

Contact

Via Adriano Balbi 20

00176 roma

+39 0623487632

Chiara Fronduti

c.fonduti@loquis.com

+39 3384472116

Loquis is the first podcasting platform dedicated to travel and culture: people can listen to the stories of any place in the world. Available for free (6 languages), on smartphones, the web, connected cars, smartwatches and smart speakers.

Loquis model is based on 3 key pillars:

1.the Travel Focused positioning is a very clear and attractive proposals for tourists;

2.a Proprietary Platform based on Geo-Localization provides a concrete competitive advantage:

3. the Open Data and Open Publishing content model ensures full scalability. Mainstream podcasting platforms suffer from poor searchability and are not ideal for travel podcasts due to the lack of any geographical information: we invented Loquis, where each content talks about a place.

Our Customers include: Autostrade per l'Italia, Ferrovie Italiane, Feltrinelli, etc.



Be disruptive

We transform and improve your business through all the experience & know-how in digital services

- Digital Marketing
- Branding
- E-commerce
- AR and 3D Render
- Web3



MILESTN SRL

Contact

Via San Lorenzo 64
86100 Campobasso
+39 3387819835

Nicola Riccelli
nicola.riccelli@milestn.co

An innovative Web Marketing agency with tailor-made digitalisation process for your business.

We aim to analyse, design and promote innovative Web Marketing & Digital services, to improve your business digitalisation process.

At Milestn Srl, we transform your business through all the know-how and experience in digital marketing, branding, e-commerce, AR and web3 activities.

We develop national and international business growth, promoting and enhancing your business core values and strengths.

Each project is tailor-made to effectively promote your business values. We connect with your business, with innovative ideas and a creative spirit.



MY MONEY

Contact

Corso Vittorio Emanuele II 116
35123 Padova

Mara Vendramin
mara.vendramin@my-money.it
+39 3278961778

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: the world on your fingertip.



MYAPPFREE

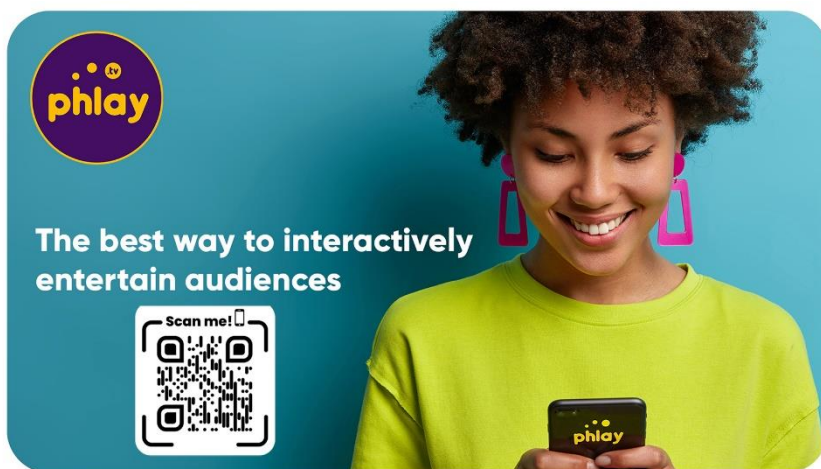
Contact

Viale Marconi 14 Imola
40026 Bologna

Massimo Caroli
massimo@myappfree.com
+39 3460819831

MAF utilizes proprietary technology to match users with relevant apps and products based on first-party data. Our latest product, MyChips offerwall, rewards users for engaging with ads in an unobtrusive manner.

Our vision is to transform advertising into discovery, creating a win-win for users and advertisers by allowing users to get rewarded for the time they spend engaging with apps & games, and advertisers to reach their target audience in a non-intrusive and informed way.



PHLAY

Contact

Via dei Mille 16
80121 Napoli
+39 0812788176

Mario Amura
amura@phlay.com
+39 3496735984

Phlay is a Media&Tech company operating in the Interactive video digital market. Our patented technology thanks to AI and Machine Learning offers to advertisers an innovative tool that fits all the needs of message personalization with Interactive video, shoppable experience and playable ads. The Founder is Mario Amura winner of David di Donatello Award of the Italian Cinema Academy. Mario is an experienced technology inventor and entrepreneur with an extensive network in the Media Market. Phlay team with groundbreaking technology is working on the future of creativity in the Metaverso.



PICKEAT

Contact

Largo Paganini 1/20
17031 Albenga

Giacomo Perazzo
giacomo@pickeat.it
+39 3333127386

How irritating is it to have to wait for your order at a restaurant (15/20 minutes)? Or to stand in line for 35 minutes to get your meal from a food truck at an event? Employees can use PickEat to reserve a table, pre-order, and pre-pay for their meal, saving 45% of their lunch break time. PickEat allows you to skip the line at food stands at events by pre-ordering and pre-paying online.

Time is a very important resource, but it's scarce. With PickEat you can spend more valuable time with your friends because we give it back to you when you go to party with them or to enjoy a sport game and you want to eat something.



PLUS BIOMEDICALS SRL

Contact

Via Galileo Galilei 15C
25010 San Zeno Due
+39 0300982904

Simone Mora
simonemora@plusbiomedicals.com
+39 3335013350

Plus Biomedicals is a start-up based in Brescia, Northern Italy, operating both in Italy and abroad, specializing in the research and development of innovative biomedical devices for the disabled and the elderly.

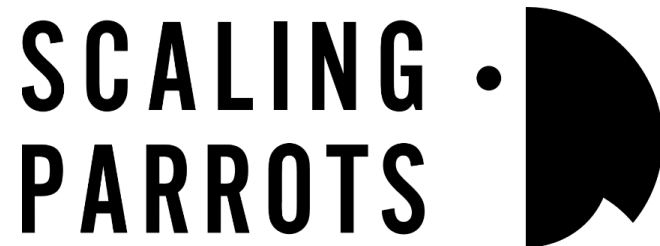
The company's current and future development lines focus on oral care and orthopedic/neurological rehabilitation.

Cwash® is the main product of the oral care division.

Cwash® is the world's first gradual-release and fully automatic dental cleaning device that doesn't need toothpaste and water.

Cwash® can be used anywhere: it is small and easy to carry.

Moreover, connecting wirelessly to your smartphone, 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.



SCALING PARROTS

Contact

Via Macina 3
25038 Rovato

Alessandro Ricci
alessandro.ricci@scalingparrots.com
+39 3293072721

We are Scaling Parrots , an innovative italian startup.

We deal with consulting and development in the Blockchain field, to scale and enhance businesses. We help companies to understand how to leverage Blockchain technology and how to implement it in their business, accompanying them during the research and development process. We provide customized Blockchain solutions for each client, developed by our team, ensuring flawless service development and maintenance over time.



SIWEGO SRL

Contact

Piazza Manifattura 1
38068 Rovereto
m.favalli@siwego.com
+39 3313127013

SiWeGO developed a virtual platform (Android, iOS, Web) allowing both private users and professional drivers to deliver goods on behalf of third parties, sharing their own vehicle and itinerary, in order to prevent empty runs and to save environmental costs.

SiWeGO purposes an integrated ecosystem for smart delivery of goods, in which car-sharing is oriented to shipping goods and tangible products: a kind of Uber specific for commodities. SiWeGO matches persons needing to ship goods, with drivers willing to transport those goods and share the same road section, quickly and efficiently.

The aim of the project is to make every vehicle a fruitful way for shipment, helping to avoid expensive empty runs, offering the advantages of a private car, by optimizing the empty space of a proprietary car or transport vehicle, with subsequent reduction of overall costs, optimizing resources, gain money and reduce traffic as well as environmental pollution.



TECNOJEST S.R.L.

Contact

Viale Europa 128
65010 Spoltore

Roberta Mancin
r.mancin@invidia.it
+39 3385444369

Since 2001, Tecnojest is an Italian SME carries out hardware solutions and communication between people and things. Tecnojest develops hardware and software platform called O2IP offering a full range of services. Tecnojest multiservice stations based on «FOG» and «DEW» offers a unique heterogeneous solution for Retail, Hospital, Bank ,Smart locking, Smart City, Industry, Tower, Data Center.

At MWC2023 Tecnojest launches, the INDUSTRY 5.0, which means:

- Resilience: hardening of a project's life cycle.
- Sustainability: Energy Micro/MiniGRID management means efficiency using less energy "Energy Saving" to do the same optimizing "Energy Sourcing".
- Human Factor: The revolution of industry 5.0 means that humans and machies are working together

"Digital Life Simplifier" is our aphorism. This vision does not involve humans alone, but also their interaction with the "World of Things"

In our booth, you can touch the real Industry5.0 solutions through our I5.0 devices and platform.

TIMELAPSELAB

MONITOR YOUR CONSTRUCTION SITE



TIMELAPSELAB - MONITOR

CONSTRUCTION SITE REMOTELY

Contact

Via Solferino e San Martino 14
46100 Mantova

Damiano Bauce
damiano@timelapselab.com
+39 3478247830

TimelapseLab produces smart industrial devices for remote construction site management & timelapse videos, paired with a software based on artificial intelligence. Thanks to a wide range of products and services, we combine the production of plug and play devices, resistant to all critical issues, with a functional management platform for remote control of jobs with a lot of information for user (alert for lack of helmet, weather data & forecast, number and type of vehicles, productivity, etc)

More than 100+ international customers (Saipem, Fincantieri, Maersk, Siemens, Bnp, Enel, Lidl, Prelios, Barings, Hines, Savills, Abb, Kering,Eni,Engie,Technip, Wuerth,etc)



TOOTHPIC S.R.L

Contact

C/o I3P - C.so Castelfidardo, 30/a
10129 Torino

Giulio, Coluccia
giulio.coluccia@toothpic.eu
+39 3402905060

ToothPic, an Italian cybersecurity company and a University spinoff of Politecnico of Torino, has developed the only unclonable passwordless authentication solution based on the unique features of the smartphone camera sensor. Protected by 4 international patents, ToothPic secures the MFA process by encrypting keys on smartphones through a secret extracted from a hardware characteristic of the device itself: the unique and unclonable pattern due to manufacturing imperfections of camera sensors - a feature that makes every smartphone unique. With this technology, the private key is never exposed and stored in the device's memory. In this way, the key is protected from malware. Even if the entire content of a device were cloned, the cloned credential would be unusable as the destination device has a camera sensor different from that of the original device that generated that credential. ToothPic guarantees a higher security level, passwordless UX, fast access, and lower TCO.



WAIT4CALL

Contact

Via L.Tosi 73/a
47030 San Mauro Pascoli
segreteria@wait4call.com

Luca Legni
luca.legni@wait4call.com
+39 3483503543

Wait4Call is an as-a-service solution of digital audio advertising for mobile operators, that makes profitable a *lost time*, such as the smartphone call waiting time, by broadcasting during this short time an audio adv. Thanks to our solution, you empower and make profitable your own App due to a media channel that allows to sell advertising spaces through a programmatic system. You can easily integrate our solution by means of a personalized SDK and have at disposal a back end for managing several functionalities such as the possibility to directly broadcast to your customers targeted and geolocated adv both in audio format (during a phone call waiting time) and video format (on the App). Moreover, you can reward customers for listening to the adv and let them spend the credit only in your own marketplace. Wait4Call is the best tool to increase engagement and drive revenue.



WEAR

Contact

Via del Mulinetto 35

44122 Ferrara

+39 0532766940

Emanuele Borasio

emanuele@wear-mobile.com

+39 3472740089

Since 2014, weAR supports 4.0 companies and corporations in the digitization path of their industrial processes.

weAR's vision involves the use of eXtended Realities (VR, AR, MR) as Advanced Human Machine Interaction to better interact with complex data from Industry 4.0 / 4IR paradigm, as IIoT, AI, Big Data, Predictive Maintenance, Machine Learning, and Cobots.

weAR creates digital twins of industrial plants, assembly line, stand alone products or entire infrastructures, in order to better manage asset, to better train people or robots.

More recently, weAR realize custom Metaverse for Industrial needs, where people can interact with digital twins and avatars in real time.



WHOTEACH

Contact

Via Battista De Rolandi 1
20156 Milano

Francesco Epifania
info@aitech4t.com
+39 3333240632

AITECH4T is an innovative startup aimed at developing AI-based Recommender Systems for heterogeneous business and industrial applications and Big Data analysis. AITECH4T main scope is to develop and commercialize the AI-based recommendation engine of the digital platform WhoTeach to help teachers create customized online courses. Our team is formed by experts, researchers and developers in Artificial Intelligence and ICT.



www.ice.it

MADRID OFFICE

C/Agustín de Betancourt, 3

28003 Madrid

Tel. +34 915 974 737

e-mail: madrid@ice.it

www.ice.it/it/mercati/spagna

Italian Trade Agency



@ITAMadrid



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