ITALIAN STARTUPS @CES2021 ALL DIGITAL

PROFILES OF ALL 53 STARTUPS BY CATEGORY

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ITALIAN STARTUPS @CES2021

The Italian Trade Agency (ITA) is the Governmental Agency that supports Italian companies' business development abroad and promotes foreign investment to Italy. With a network of 79 offices in 65 countries, ITA serves as a gateway for enterprises interested in establishing, developing, and expanding business relationships with Italian partners, sourcing Italian products, and pursuing investment opportunities.

We are showcasing 53 innovative Italian startups at CES 2021. The startups will span the spectrum of sectors from 3D printing and 5G technologies to AR, AI, blockchain, cloud computing and IoT, featuring robotics and wearables for digital health, entertainment, fitness, smart cities, smart homes and more.

The goal is to facilitate opportunities to meet and engage with local and international partners, investors, and potential customers through meetings, pitches, and roundtable discussions.

Below are brief descriptions of what each startup has developed.

STARTUPS BY CATEGORY

ITALIAN TRADE AGENCY

3D PRINTING

EXOS

https://exosarmor.com

Making orthopedic back braces breathable, lighter, comfortable, customizable and quicker with 3D printing technology.

The typical back braces have many drawbacks (extremely uncomfortable, non-breathable, bulky, aesthetically ugly), causing many patients to abandon treatment. Most of these problems are caused by extremely outdated production processes.

Exos Armor is our fully 3D printed orthopedic back brace. It is aimed at those who suffer from scoliosis, deformed spines or in general need a device to support their spines. Our goal is to use innovative materials and advanced technologies to create biomedical devices that improve the quality of life for those who wear them.

In rethinking the traditional production process, we employed advanced 3D scans, 3D modeling, and 3D printing technologies. This creates superior devices-- breathable, lighter, comfortable, customizable -- with production, times reduced by 90%.

MEDERE

https://medere.it/en/home1en/

Using 3D printing technologies to make better custom-made insoles.

Over 35% of the adult population suffers from foot pain or related conditions, problems that can be solved or alleviated with custom-made insoles. At Medere, we developed an innovative method based on 4.0 technologies to innovate custom-made insoles. Using 3D printing technologies, we reduce the distance between customer and producer, guarantee higher quality at a lower price, reduce costs and production times, use green processes compared to standard productions.

Via an app, our customers can collect all the information that our algorithms will process to create a 3D model of each foot. Our parametric modeling algorithms will then generate a custom-made insole adapted to match each customer's needs and footwear type.

5G TECHNOLOGIES

XENIA PROGETTI

http://www.xeniaprogetti.it/

Enhancing navigation in museums and indoor spaces.

Compass helps people navigate airports, hospitals, malls, and any complex indoor path. Powered by AI, AR, and collaborative features, the user can receive different types of information on his way to his destination.

Compass is hardware-free, not requiring the installation of cameras or beacons. The implementation starts from the digital acquisition and representation of the building map, Point Of Interest (POI) data, and equivalent AR information.

Visual Exploitation for Data Interpretation (VEDI) is an integrated Behaviour Analysis and Enhanced Vision system to heighten the experience in museums, cultural heritage, and natural sites. It also provides data-based to improve site management.

The system provides users with a mobile device or tablet to take advantage of AR's additional multimedia content. Through "Computer Vision" technologies, it is possible to recognize and identify objects seen during the visit to provide the user with other information.

XSN and VEDI are optimized for 5G Cloud Edge Computing.

AGRITECH

AGRICOLUS

https://www.agricolus.com/en/

Helping farmers to fight climate change and global competition.

Agricolus helps farmers struggling with the negative impact of climate change to monitor and manage their crops better. We bring the main applications of Precision Agriculture within a single, easy-to-use platform that integrates data from different sources and provides farmers with actionable data and insights.

With Agricolus, farmers can improve yield quality by reducing inputs (water, treatments, fertilizers) and plan the organization of tasks more efficiently.

AR/VR/XR

AR MARKET

https://www.arealitymarket.com/en/ar-market/

Bringing the power and fun of AR/VR to learning at school and work.

AR Market uses the power of immersive technology (AR/VR/VT) to reshape education and company training programs. Our business model is twofold:

- For B2C, we are a publisher focusing on EdTech, combining traditional in-house development of publications and games for kids, teens, and young adults, with AR/VR solutions for a totally new, whole experience.

- For B2B, we work with companies and institutions to bring AR/VR solutions to their corporate training with our embedded gamification approach, so learning can be fun too.

DILIUM

https://www.dilium.com/home.php

A smart mirror that keeps you informed about your health.

Connected and synchronized with your wearables and other smart devices, Dilium's Leyer doesn't reflect only your image; it's a way to look at your data to always stay on top of your health and prevent potential issues and surprises.

Thanks to A.I. and automated management systems, Leyer conveniently aggregates data from different sources and devices, allowing users to track and consult timely and accurate data and insights as if they were their personal medical records.

Part of the ITA's Global Startup Program

MINDESK

https://www.mindeskvr.com

Connecting CAD and BIM software to AR/VR/XR in a single click.

Our real-time platform connects CAD and BIM software to AR/VR/XR in a click, without model export or data preparation. Companies can reduce their go-to-market time from months to days.

XELI

https://il3x.com/

Selling AR clothing for fashionable social media users.

ARdrobe is a digital ecommerce solution for AR fashion articles. The buyers purchase online AR pieces designed by fashion labels and independent designers; they store them on the platform and "wear" them on social media whenever they want. AR enables a different field as the users wear the item, and with advanced body-tracking techniques, they go live in videos and stories on Instagram and TikTok (or any other digital platforms.)

Why spend money on clothing and accessories when you can look just as good at much less expense? We believe fashion will shift from physical to digital for the Gen Z customer due to growing environmental concerns related to the fashion industry and cost-consciousness.

ARTIFICIAL INTELLIGENCE

CYBERNEID

https://www.cyberneid.com/

Cybernetics and electronic identity turned on.

Electronic identity is fundamental in the digitization processes Yet adoption remains low. Not only is it difficult for most of the population, but it's also potentially dangerous, subject to phishing and spoofing, for example. Our A.I. solutions enable people to more suitably use their Electronic Identity.

Our mission is to supply our innovative business solutions and cutting-edge technologies to improve our customers' performances and results.

PIGRO

https://pigro.ai/en/

Making enterprise knowledge management easy for everyone.

Pigro aims to be the easiest way to automatically retrieve a clear-cut answer from any digital content and get the most out of any company's knowledge base, maximizing ROI on content creation. This technology facilitates a setup time up to 10x faster than other technologies. It also learns automatically from any company's knowledge base, regardless of format or location.

Most knowledge base software relies heavily on human labor to update data. Companies invest considerable effort to build up valuable content for their customers and employees. Unfortunately, it's often difficult to find useful information.

Pigro can optimize internal communication between employees and departments such as the HR or IT divisions. It can help desk employees in information retrieval from a corporate knowledge base repository and improve their productivity. Help desk process optimization and automation, knowledge retrieval and knowledge sharing represent our "comfort zone."

(Pigro is a participant of ITA's Global Startup Program)

REVELIS

https://www.revelis.eu/

Software to assess social distancing and the use of face masks

ai-Guard is a software that can assess how many people in a specific area are using facial masks and maintaining social distancing. Potential applications include offices, hospitals, malls, supermarkets, museums, factories, schools and universities.

It's available as a server or "ready-to-use" device that can be easily installed in any location. Leveraging Computer Vision, an artificial intelligence technology that trains computers to interpret and understand the visual world, the neural network developed by Revelis can analyze in real-time the individual video frames of a surveillance camera, identify the presence of people without a mask and measure the distance between people in the room.

WATERVIEW

https://www.waterview.it/

Predicting weather and road conditions to make driving safer.

WeatherCAM-Road is a new software suite of video analytics solutions using surveillance cameras to provide essential information about road weather conditions (water, snow, hail, or low visibility due to fog or smoke. Relying on ubiquitous existing cameras rather than sensors, it offers higher scalability at lower cost than competitors. Our customers are companies that manage and maintain roads as well as anyone who drives for business and leisure.

BLOCKCHAIN

MYLIME

https://my-lime.com/

Tracing and recording a product's journey to create lasting value.

A product's history makes a difference in estimating its value, provided the documentation is transparent and foolproof.

MyLime solves the problem of how to protect the history of a product. We developed a tracking and validation process based on blockchain technology: a digital identity card that groups content into encrypted blocks chained chronologically. Not only is the timing important, but so is the geolocation of the recorded information. This data, once entered, cannot be changed or deleted, guaranteeing the asset's authenticity and, therefore, its value.

Our customers are B2B companies, mainly in two luxury sectors: mobility (automotive, bike, aerospace, yachting) as well as luxury goods (watch, wine and spirits, jewelry, art and lifestyle.)

(MyLime is a participant of ITA's Global Startup Program)

CLOUD COMPUTING/DATA

BRIAN AND PARTNERS

https://www.brianandpartners.it/en/

Helping SMEs manage contracts between customers and suppliers.

SHARK-j is a cloud-based software solution mainly designed for SMEs. It automates and monitors any existing commercial contracts between customers and suppliers, from the budget allocation to promotions, prizes, and so on.

CUBBIT

https://www.cubbit.io/

Distributed, secure, encrypted and green cloud storage.

Cubbit is a datacenter-less cloud provider. We created the most private, secure, cost-efficient, and green cloud, thanks to recycling underutilized internet resources, via a p2p network to build our distributed architecture. Users receive forever-free cloud storage, while businesses get encrypted and cost-saving cloud services.

WEAVE

www.weavesrl.com

A suite of applications for HR and talent management.

Weave offers WeaveTalentCenter, an organically built cloud-based talent management suite that strengthens and drives employee performance across all HR-related programs — recruiting, performance management, learning, and development, succession planning, and compensation. Each module works together to streamline talent management operations while also aligning the workforce with the business strategy.

XNOOVA

http://www.xnoova.com/

Managing and protecting thousands of mobile devices within an organization.

Chimpa is a cloud-based modular software solution, requiring only WiFi, that manages, monitors and protects mobile devices used within an organization from data theft and computer intrusion. It's the most complete and flexible MDM/UEM/RDM/EMM solution in the market.

Chimpa can be configured according to customer needs. It can manage remotely and on a large scale any iOS, iPadOS, tvOS and Android device, including interactive touchscreens, AR/ VR headset, Smart TV, Smart Glasses, POS, Kiosks and digital signage displays.

Chimpa can help teachers and administrators manage the shift to a digital classroom.They can manage tablets, smartphones and interactive touchscreens in the classroom or at home, optimizing students' experience and management.

DIGITAL HEALTH

SOFTCARE STUDIOS

https://www.softcarestudios.com/en/

VR experiences for stress management in patients undergoing medical procedures.

Softcare Studios is developing a portfolio of VR experiences to reduce stress levels (anxiety, pain, social isolation) in patients and improve their adherence to therapy and quality of life and reduce healthcare interventions' time and costs. Our VR software and commercial headsets are provided to pharma and medtech companies, patient foundations, and medical specialists.

Our leading product is TOMMI, a gamified VR experience for stress management in pediatric patients in oncology, dentistry, and orthopedics, currently active in seven hospitals in Italy and one in Houston, TX.

DRONES

DRB

http://www.drb.aero/

Autonomous drone delivery right to your window safely and reliably.

We are developing a solution for the next frontier of autonomous drones: the urban delivery market. An innovative package drop bucket, easily placed outside your window, that will let drones drop small packages from Amazon, UPS, or FedEx. Our hardware and software platforms can fly drones with high precision and reliability at industrial sites, whether renewable energy plants, offshore upstream oil platforms or electrical transmission/distribution lines.

(DRB is a participant of ITA's Global Startup Program)

SKYPROXIMA

http://www.skyproxima.com/

Advanced customized drones for commercial use.

We specialize in planning, designing, assembling and industrializing customized drones. These unmanned systems are deployed for security, surveillance, transport, agriculture, and, soon, for space services above the upper atmosphere and in the absence of gravity.

The aircraft and platforms provide robotic integrations, namely mechanical arms, and long endurance operational capabilities. Also integrated into all our flight systems, multi-rotor and fixed-wing alike, are Blockchain, Biometrics, and Artificial Intelligence.

ENTERTAINMENT AND CONTENT

iUP

https://www.2rec.app/en/#Intro

Expanded possibilities for voice messages and note-taking.

Say hello to 2REC, a free smartphone application designed to transform note-taking and voice messages to satisfy the unmet needs of those who depend on voice messages to communicate. Our app offers unlimited text conversion, reliable storage service, multifunction editor, and cloud backup service, making it the perfect companion for work and study. Users can also create unique and fun voice messages through voice filters, sounds, musical or ambient backgrounds, as well as access 400 free effects, create their own, and purchase others available. 2REC seamlessly integrates with all the instant messaging apps (WhatsApp, Messenger, WeChat) and social networks (Facebook, Instagram, TikTok, etc.). It's available for iOS and Android, and optimized for international users with 15 languages available.

(iUP is a participant of ITA's Global Startup Program)

VIRTUITALY

https://www.virtuitaly.com/

Bringing art to the classroom.

ArtCentrica is a cloud application that brings art to the classroom, letting teachers and students visualize intimate details, and virtually measure and compare artworks in an immersive and interactive way.

The app encompasses most of the Uffizi's artistic heritage in high resolution (up to 10 gigapixel,) plus select artwork from the Brera Museum in Milan, with more expected to be added soon.

Schools, institutions, universities, and art lovers pay an annual fee according to the connected devices and the contract's length, with 30% of revenues going to the museums featured.

(VirtuItaly is a participant of ITA's Global Startup Program)

FINTECH

IT'S PRODIGY

https://www.itsprodigy.com/

Transforming human language into data and reports

We developed DataProdigy, a BigData solution that understands human language and transforms it into data and reports. It can automatically connect to different data sources, merge the information, and present it in real-time graphics.

DataProdigy extends Business Intelligence (BI) platforms, automatically creating reports, allowing mid-sized and large enterprises to cut production costs and development times.

(It's Prodigy is a participant of ITA's Global Startup Program)

FITNESS AND WEARABLES

EPOCHÉ

www.epochewatch.com

Combining the beauty of a classic watch with the benefits of smart technology.

Epocé has created a hybrid Made in Italy watch bringing watchmaking tradition and style together with the most innovative technology. Ours is the first watch with a Swiss movement that features a touch screen on a sapphire glass. Our proprietary technology, called "Invisible Smart Connect," consists of a hidden OLED display on the watch face, allowing all notifications to be controlled straight from the glass.

(Epocé is a participant of ITA's Global Startup Program)

FLYWALLET

https://www.flywallet.it/en/

A wearable module to make your life on the go and online easier and more secure.

We created Keyble, a new type of wearable that enables uses ranging from payments, digital identity and loyalty cards to password management, smart key, and health monitoring, among others. This smart module, equipped with biometric sensors for user authentication, can be inserted into fashion accessories such as bracelets or watch straps. Thanks to APIs, our platform can connect with banking ecosystems and transversally in other sectors.

Demand will be considerable. During the COVID-19 lockdown, identity theft, malware, phishing campaigns, malicious ADVs, fake banking or coronavirus-related sites and apps increased. According to the World Economic Forum, 80% of cybercrime attacks are password-related. The need for secure contactless payments has also grown.

HIGH-TECH RETAILING/E-COMMERCE

MobiMESH

https://www.mobimesh.it/

Equipping retailers to learn how their customers behave.

inPiazza is a WiFi Captive Portal with a Proximity Marketing engine that processes data from sensors, video cameras and beacons to reveal to retailers how customers behave in their stores. Retailers -- now losing revenue due to the lack of such information, a problem complicated by COVID-19 -- can then more effectively tailor their advertising and marketing campaigns.

Other locations that could benefit from inPiazza are airports, bus and train stations, hotels, trade shows, hospitals and clinics, and city public areas.

IoT/SENSORS

ACCYOURATE GROUP

http://www.accyourate.com/

A uniquely comfortable and fashionable T-shirt that reads your vital signs.

The YOUCARE T-SHIRT by AccYouRate is currently the only garment technically able to detect and evaluate your heart and breathing rates. This potential lifesaver is comparable to professional healthcare devices yet comfortable and easy to wear.

Data picked up from sensors are sent and monitored via an app in real-time. A notification will be sent if and when an anomaly is detected. Use cases span the spectrum from healthcare and defense to sports, fitness, and situations where knowing real-time biomedical data can be critical.

BEEXLAB

http://www.albicchiere.com/

Still fully enjoy that bottle of wine opened months ago...

Albicchiere can preserve any opened bottle of wine for more than six months while ensuring that it's always served at the right temperature. What's behind this magic? Smart wine bags, a smart, battery-powered dispenser, and a mobile app.

The app enables you to build and check your private cellar, reorder, and remotely manage the dispenser. Albicchiere leverages wine industry standards for packaging, courtesy of a system that allows endless and quick swapping of wine containers while eliminating the use of expensive "consumables" for serving (like noble gas), all at zero service cost.

CYNOMYS

http://www.cynomys.it/en/startup-en/

An IoT solution to lessen environmental impact in livestock farming.

Cynomys is the only company to provide farmers with full, comprehensive monitoring of environmental parameters, energy, and water consumption in stables and animal housing. With a single, self-contained IoT device, farmers can obtain the data and insights to make the right decisions and improve their farm's overall productivity while being more gentle on the environment. We are fully committed to helping the livestock sector -- so important in enhancing food security and reducing poverty -- to become more conscious and sustainable..

FILO

https://getmytata.com/

A car seat smart pillow that can save a baby's life.

Filo created *Tata Pad*, a pillow that alerts the parent's mobile phone if a baby has been left in a vehicle. If no answer is received within a minute, the device calls five preset emergency contacts via a text message containing the vehicle's location.

GUARDIAN

https://www.guardian.sm/?lang=en

An IoT platform to protect people and infrastructure against natural disasters.

Every year, people worldwide face wildfires, earthquakes, tornados, floods and other natural disasters. Sentinel is a first-of-its-kind IoT platform designed to monitor the environment to protect people from injury and infrastructure from damage. Its proprietary algorithms can detect risks, validate them, connect to the cloud, "socialize" the information to the supervisory authorities, communicate the potential impact and calculate the area at risk and the number of people potentially threatened.

Our proprietary solutions are already used by public and private organizations, including government agencies, to monitor real time-critical scenarios and prevent damage

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IOTALAB

https://www.safetybubbledevice.com/

A wearable device for detecting if someone is too close to you.

The Safety Bubble Device, a GDPR- compliant intelligent 4.0 device, is a wearable that alerts you if someone is too close and that records collisions while protecting the privacy of individuals and without tracking people.. It can also collect data from other sensors, and is an alternative to smartphones for data convergence and transmission to the customer's cloud, particularly in workplaces where smartphones are unusable or prohibited. Since the third quarter of 2020, the device has been commercialized on the European market in manufacturing, shipbuilding, and hospitals.

JOULE 4.0

https://www.joule40.com/?lang=en

Providing actionable data to keep energy consumption under control.

Joule gathers and analyzes consumers' energy consumption data, sharing them via a proprietary and user-friendly platform that can verify savings or inefficiencies and act accordingly.

We're also launching SCALA, an IoT device that integrates with the platform and collects more data while offering a high level of privacy. It's equipped with several sensors and uses satellites to deactivate power outlets when needed, saving energy.

We provide added value in the B2C and B2B markets:

- For consumers, we offer a high level of privacy, combined with an automatic control of energy flow through power outlets.

- For utilities, we offer the possibility to use first-hand customers' data, already tailored to their needs.

MASTERBIGA

http://www.masterbiga.cloud/en.html#home

Making the baking of Italian bread easier for at-home bakers.

Biga is an AI app integrated with an IoT system to make the process for baking Italian bread easier. This smart solution, even if temperature and conditions are less than ideal, predicts leavening to prepare leavened products for non-industrial bakers. The result is bread with a unique lightness, porosity, and a characteristic nutty flavor.

OFFICINE IADR

https://www.themeter.it/en

Increasing accuracy and speed in detecting partial architectural and interior spaces.

The Meter is a lightweight, compact automated tool for detecting partial architectural and interior spaces. The device is designed to collect a higher quality of data and do so as much as 80% faster. It eliminates human error, guarantees maximum precision and quality of the data collected, and immediately processes the result graphically

SOLUZIONI TIRINNANZI

https://www.gardenstuff.it/en/

Simplifying the growth and maintenance of beautiful vertical gardens in small places.

ELioT initially helps users identify the most suitable living plants for a specific setting in their house or office and helps them grow and maintain a beautiful vertical garden simply and efficiently. To achieve these results, we combined our knowledge of vertical gardens with the latest technology, IoT, big data, AI, app development, and e-commerce. All these aspects are managed and implemented internally.

(Soluzioni Tirinnanzi is a participant of ITA's Global Startup Program)

TRAXIT

http://traxit.it/

Tracking travelers' personal belongings and cargo shipments in real time.

Traxit, as small as a credit card, is a patented device that enables users to track their luggage in real time while traveling. An embedded proprietary algorithm, fully compliant with Aviation Safety Regulations, connects to a 4G network and sends the location of the luggage to the cloud platform. Our tracking solution is integrated with a Blockchain back-end platform and caters to frequent and business travelers, freight forwarders, shipping companies, and insurers. Delayed luggage affected 20 million passengers flying in 2018.

(Traxit is a participant of ITA's Global Startup Program)

VERVET

www.vervet.tech

Keeping travelers safe.

Vervet is a portable personal security device that has motion, smoke and carbon monoxide detectors. The three-in-one, pocket-sized, battery-operated IoT tool makes safety a top priority. It protects users from dangerous exposure to carbon monoxide, smoke and threatening intrusions while traveling or at home. Once a threat is detected, the battery-operated device alerts users with an optical and audible alarm. It is easily managed through a mobile app, connected via Bluetooth and WiFi.

MOBILE HARDWARE AND ACCESSORIES

R&S SOLUTIONS

https://www.facebook.com/IronSlap/

A bracelet that supports your mobile devices anywhere you go.

IRONSLAP is a stylish, affordable, multifunctional support for smartphones, tablets, and ebooks. It's wearable like a bracelet, made from silicone, flexible metal, magnet, and available in several colors. You can use it at home, while driving, taking selfies and during Zoom calls.

ROBOTICS

MONITOR THE PLANET

https://www.monitortheplanet.com/index-en

Mapping our planet more effectively.

Monitor the Planet detects geodata -- information about geographical locations such as mountains, rivers, streets and buildings -- through survey systems and, with the support of advanced technologies, lowers the overall time and costs involved. MecGeos® is a patented robot-system prototype, an eco-friendly, full-fledged 4.0 assistant, that's equipped with extremely precise sensors that automate the survey measuring process.

An on-board computer sends collected data to the operator in the office to be processed, resulting in an exact reconstruction of the environment. MecGeos is multi-devices, able to fit any device, including 3D laser scanners and total motorized stations.

(Monitor the Planet is a participant of ITA's Global Startup Program)

REIWA

https://www.reiwaengine.com/

Cleaning solar panels more efficiently.

Sandstorm is a simple, modular robot, light enough to be easily assembled and transported, that makes cleaning solar panels of any structure more efficient, reducing maintenance and cleaning costs by 80%. It moves in absolute autonomy between rows of panels, overcoming differences in height and construction defects.

SMART CITIES AND RESILIENCE

ACME21

https://beeing.it/en/

First-ever beehive designed for urban beekeeping.

We bring the joy of beekeeping and raising bees to urban dwellers. B-BOX is safe, easy, and accessible from your smartphone, which allows monitoring the hive remotely and extracting the honey without coming into contact with bees.

A smart hive is a perfect solution for people living in cities with no access to suitable products or who lack the necessary knowledge.

BUILTI

https://www.resistoproject.com/en/

Assessing seismic risk in any structure.

Category: Smart Cities and Resilience

We created F.I.B.A. (Fast Infrastructure and Building Assessment), a turn-key SaaS structural risk assessment solution, primarily to prevent and minimize the frequently underestimated damages from earthquakes. Based on engineering methodologies developed by some of the most prominent Italian universities, this service evaluates seismic vulnerability in buildings, whether reinforced concrete or prefabricated, as well as transportation infrastructures such as roads and railways.

HWA

https://www.hwasrl.it/

Keeping lights bright longer and more affordably.

Perpetuoo prolongs LED devices, cutting electronic waste and maintenance to keep costs down. To do so, it measures the junction temperature of a solid-state device, whether diodes or LED, regularly and accurately. Its electronic board contains a microcontroller that can be interfaced with LED power supplies of less than 80W and with LED strings/modules. The same board offers multi-protocol radio interface modules for local (via app) and remote control for IoT integration for smart cities projects..

ROUTE220

https://evway.net/en/

Helping EV drivers explore new places and boost local business.

evway is an app built to help EV drivers plan, pay for, and explore new places and local businesses while on the road, turning the wait at charging stations into an adventure. Every charging session presents an opportunity for nearby partners to market to EV drivers with ads offering commercial benefits.

Three features, called Map & Find, Charge, and Pay, show all charging stations for cars and bikes and points of interest nearby. The app also has a navigation function that gives clear directions to and information about all the available charging stations.

SMART HOME AND APPLIANCES

CYBERTEC SERVICES

https://www.computarte.it/?lang=en

A private virtual assistant bringing art to AI.

We launched ComputArte, a project dedicated to building the first decorative home server in the world. Shaped like a cat and made of ceramic, it's equipped with Artificial Intelligence, built on blockchain, that provides a private virtual assistant. We believe that a computer at home can -- and should -- be beautiful, secure, and green.

SMART HOME NEED

https://smarthomeneed.com/

Choosing smart home technologies tailored to individual human needs.

Our Well-being-Tech Companion enables people to choose smart home technologies, based on personal needs, to live a healthy life while respecting the environment. Available by subscription and accessible via desktop or mobile web app, users can adopt the technology to establish meaningful new habits for improving their physical, social, and mental well-being. The system aims to release stress and facilitate a healthier, more sustainable lifestyle.

SPORTS TECHNOLOGY

OXAMA

http://www.oxamadiving.com/index_en.html

Making freediving safer and more social.

Oxama is the first-ever wearable device for freedivers designed to make diving safer and more social. The app reads and communicates critical environmental and biometric data -- water depth, temperature and pressure; immersion time, heart rate and blood oxygen saturation levels -- through audio. Data from dives can track diving performance and share data with other divers.

SUSTAINABILITY

IS CLEAN AIR Italia

https://www.iscleanair.com/wp/?lang=en

Making indoor and outdoor air more breathable.

Our APA (Air Pollution Abatement) technology, a patented filter-less and water-based solution, purifies and controls air quality more efficiently and sustainably, curbing pollution and protecting human health. It operates at the surface level, indoors and outdoors, to reduce cust, gas, odors, bacteria and everywhere from schools and hospitals to homes, offices and industrial sites.

(IS CLEAN AIR Italia is a participant of ITA's Global Startup Program)

TRAVEL AND TOURISM

BERNALD LEONE

http://insenso.it/?lang=en

Easy non-toxic sanitation for people and their belongings in crowded buildings.

Insenso Gate makes it easier to administer non-toxic sanitation of people and property in crowded locations such as buildings, malls, hotels and cruises. This technological solution can sanitize more than 100 strains of bacteria and viruses for as long as 20 hours.

(Bernald Leone is a participant of ITA's Global Startup Program)

KEMANJI

https://www.appeaty.it/en

Choosing a restaurant based on food preference and food allergies.

Appeaty is an SaaS and smartphone app for restaurants, bars, hotels, and clubs that combines table service, room service, take-out, and food delivery. It can be added to or integrated with any other restaurant platforms and applications. Customers can quickly select a restaurant, filter menus by food preferences (such as halal, kosher, vegan,) and nutritional facts or food allergies, reserve a table, read products' descriptions and origins, invite people, place orders, pay for the meal and receive the receipt.

The database contains more than 1,000 ingredients available in Arabic, English, German and Italian, with Chinese, French, Spanish and other languages to be available soon. Payment can be made via smartphone in the user's select currency.

(Kemanji is a participant of ITA's Global Startup Program)

VEHICLE TECH

EMOJ

https://www.emojlab.com/

Reading drivers' emotions to increase safety.

EMOJ, our Advanced Driver-Assistance System (ADAS), increases driving safety, quality and comfort. Webcams inside the car and Artificial Intelligence-based software automatically capture images that recognize in real time a driver's emotional state -- attentiveness, for example -- and fitness to operate a vehicle. If risks are detected, lighting, music and acoustic signals can be deployed as alarms through the car cabin and its interface.

TUC

https://www.tuc.technology/

Rethinking the mobility experience in vehicles

TUC technology creates a new, modular, digitalized, and connected infrastructure that leads to a service-centric approach in automotive mobility. It continuously reconfigures a vehicles' entire internal electronic system to make its mobility experience intelligent and multi-modal, eliminating the need for fragmented management systems.

(TUC is a participant of ITA's Global Startup Program)

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