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**MOBILE WORLD
CONGRESS**

**BARCELONA, SPAIN
26-29 FEBRUARY 2024
HALL 7, STAND 7D51 & 7D71
FIRA BARCELONA**



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission
Trade Promotion Office of the Italian Embassy

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ITA - Italian Trade Agency is the government agency, coordinated by the Ministry of Foreign Affairs and International Cooperation, that supports the business development of Italian companies abroad and promotes the attraction of foreign investment to Italy.

With a motivated and modern organisation and an extensive network of 79 offices in 65 countries, ITA provides information to foreign companies wishing to establish business relations with Italian partners.

ITA also provides assistance, advice, promotion and training to Italian small and medium-sized enterprises. It uses the most modern multi-channel promotion and communication tools to promote the excellence of Made in Italy throughout the world. Our Madrid office is the ideal gateway to the Spanish and Portuguese markets.

At Mobile World Congress 2024, Italy is represented by 30 companies and, in order to highlight their participation, we have defined a detailed activity plan, including this brochure, whose purpose is to provide visitors with an easy reference tool to identify the exhibiting companies and provide useful information for future reference.

We are proud to present you our companies that have developed cutting-edge applications based on Artificial Intelligence, Internet of Things and Blockchain, aiming to provide the best solutions in many fields: such as Healthcare, Sustainable Mobility and Logistics, Smart Building, Telecommunications, E-commerce, Food Delivery, Education, Marketing and Sales.

On this occasion, we wish you a fruitful visit to our pavilion and we are sure that the Mobile World Congress will be the best opportunity to further develop and strengthen the relationship between you and the exhibiting Italian companies.

For more information on Italian quality, please visit <https://madeinitaly.gov.it/en/>

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Director of ICE Madrid Office

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BLUEUP SRL

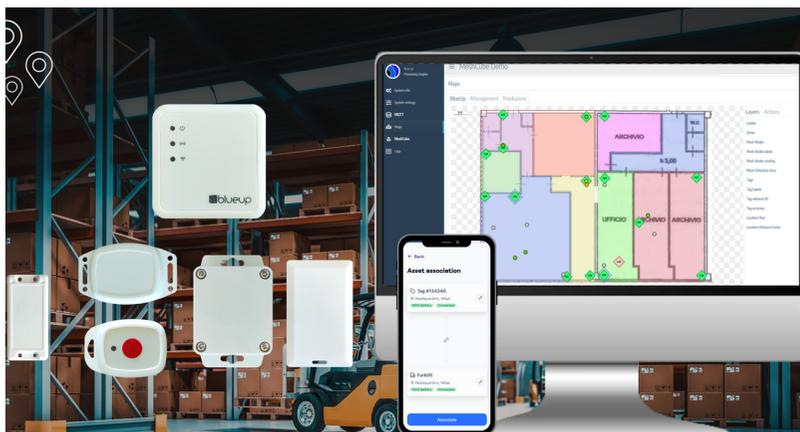
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BlueUp core business is the development of advanced devices and systems for identification, localization, tracking and distributed monitoring. The enabling technology is Bluetooth Low Energy, one of the key components for Internet of Things (IoT) thanks to its scalability and flexibility. BlueUp, with its consolidated experience in the sector and a network of strategic technological partnerships, is the leading Italian company (with a strong presence in the EU market) in the BLE tag and beacon sector, active in the following markets: smart building, transport, industry, logistics, healthcare. Furthermore BlueUp provides Real Time Locating Systems (RTLS) for asset tracking, personnel localization, safety and condition monitoring.

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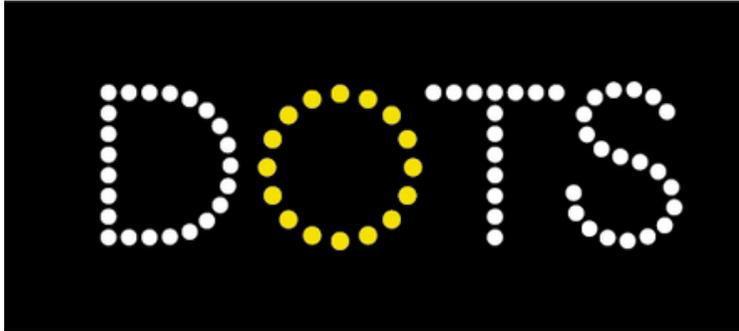
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Cleep Wearable is an innovative startup that designs and develops innovative wearable devices by applying electronic engineering to wearable objects, with the aim of improving the end-user experience in the use of technology.



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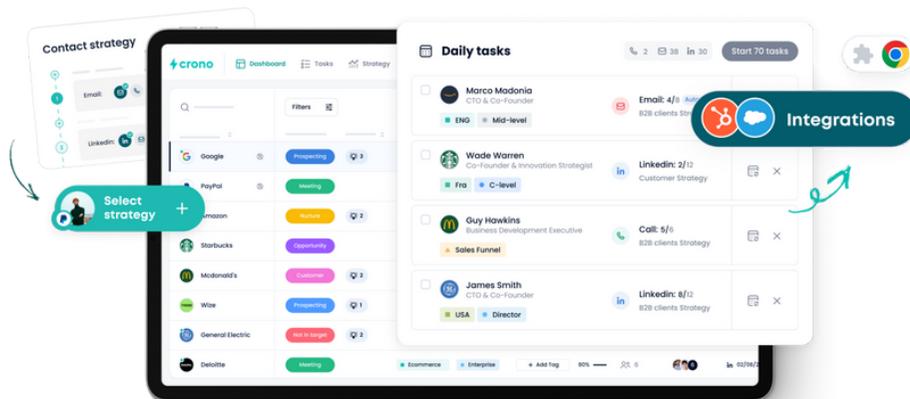
DOTS | Connect and Protect everything you love. The first modular, device-to-cloud platform enabling localisation, monitoring, and protection services for pets, people, vehicles, and “things” indoors, outdoors, and everywhere. Since 2019, we have worked through a B2B2C model with mobile operators, insurance companies, fleet operators, and home security firms to deliver cutting-edge Mobile IoT products and services through a Platform-as-a-Service (PaaS) approach. In 2024, we will further enhance our offerings by introducing Mesh Sensing and Communication, elevating our capabilities to provide the next level of IoT-enabled Safety and Security solutions

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Crono is the AI-powered Sale Outbound Platform that supercharges your outbound efforts. A tool specifically designed to be easy and fast and to manage all outbound needs end-to-end: find, enrich, engage and close! Change your sales game with Crono!



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identikyc **Instasign** **Firmo con CIE**



Cyberneid is a startup specializing in artificial intelligence, electronic identity, and blockchain. Cyberneid designs, creates and manages services and software/hardware solutions, mobile and desktop, for: - the use of the electronic identity card; - the electronic passport; - the digital signature and certification of documents in compliance with the eIDAS regulation; - id-proofing reinforced with Deep Learning; - eKYC optimized with Machine Learning and Deep Learning; - secure onboarding and strong authentication; - the management of virtual electronic identities on smartphones. - the blockchain especially regarding NFT and SBT.



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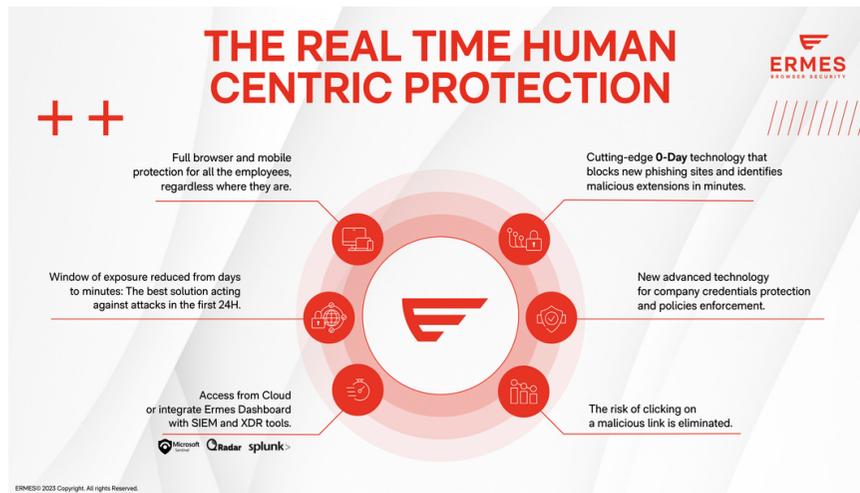
We are an innovative Italian SME, honored with the “Innovation Awards in 2022 and 2024” at CES in Las Vegas. We specialize in designing and developing products and services in the IoT world, with a particular focus on smart homes, telemedicine, energy efficiency, and overall well-being. Our activities always focused in social sustainability.



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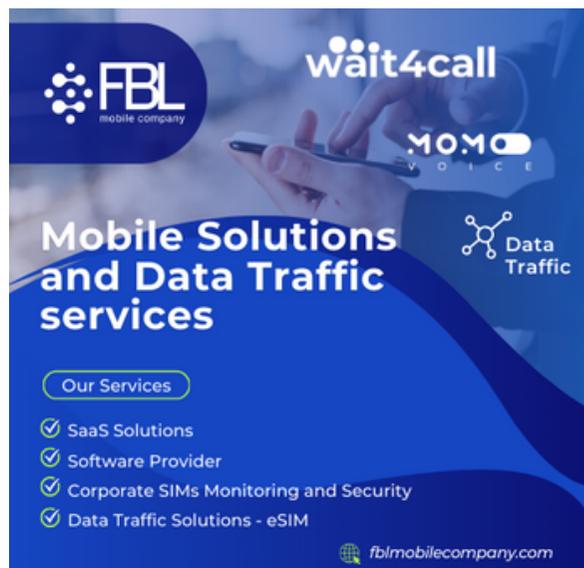
Ermes - Browser Security is an EU cybersecurity company dedicated to offering superior browser security solutions for businesses, highlighted in three separate Gartner Hype Cycles. Our unique approach combines artificial intelligence and deep learning to safeguard against phishing, AI-generated web threats and credentials thefts. Our commitment lies in ensuring the safety of individuals, fostering a robust digital workspace where they can operate with assuredness.



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Established in 2020, FBL Mobile Company has developed Momo Voice, an App designed for managing businesses' SIMs. Today, we facilitate connections between mobile operators and companies by providing cutting-edge solutions, enriching the mobile experience to elevate corporate profits and end-user engagement. Our innovative solution, Wait4Call, seamlessly integrates with whatever company's proprietary App, optimizing an unexploited space: smartphone call waiting time. Users earn credits by listening to customized audio ads during call waits, which can be redeemed to purchase the company's products and services. Adaptable and customizable our system enhances any existing App through an SDK that easily integrates various functionalities offering a personalized and efficient solution for any business.

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FIFTHINGENIUM is a company specialized in Edge Digital Technologies, such as Machine Learning, Cloud Computing and AR. The extensive experience gained in 8+ years working with top firms such as Ferrari, Lamborghini, Unicredit, Vodafone and other companies and educational institutions, has been transferred to the XRV eXtended Reality platform, which powers vertical solutions. XRV is a powerful eXtended Reality platform that enables the creation of multi-user shared experiences and it can be used in many scenarios such as healthcare, education, cultural heritage events use cases as well as for collaborative design and remote audit. FifthIngenium is also a partner of Intel, Magic Leap, Microsoft, HTC, Pico, Qualcomm and more.



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hiop



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Hiop is a deep-tech startup that helps companies of any size to unleash the power of data analytics, AI and ML applications in a fast, scalable and affordable way. The Hiop products' ecosystem includes: Jump, a data processing and governance platform designed for Data Mesh; Kelpie, a high-performance data warehouse ideal for real-time data, and BiPuzzle, a modern data visualization platform with reports and alerts. Our ecosystem allows to manage and process data from any source, reducing maintenance and configuration costs up to 50 times and guaranteeing unparalleled computing efficiency. Our solutions are also compatible with legacy systems and compliant with the most strict data policies.



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Disruptive Innovation



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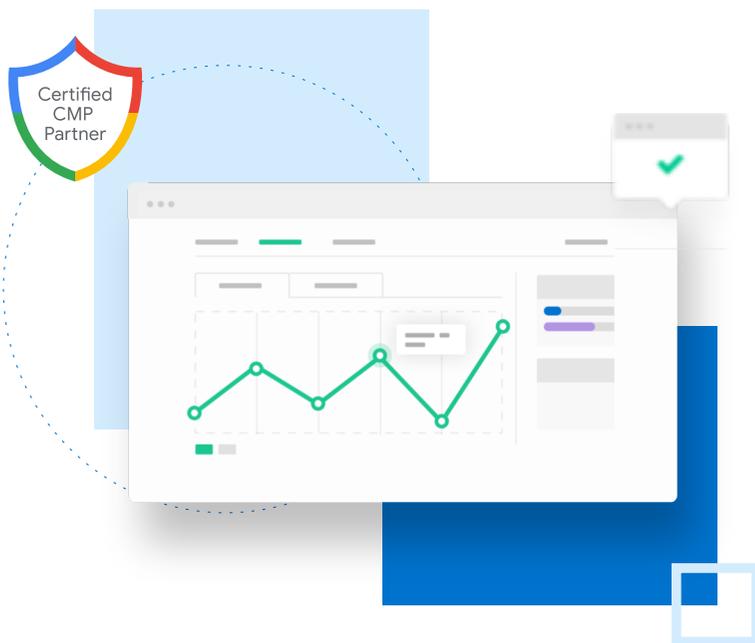
iINNOVA presents the great opportunities that Digital Transformation can offer and help his customers and other companies to develop a useful path to find the best strategy to implement mandatory change in an era of globalization. Our main Skill are in AI and customized software developing.

Our latest projects are:

- CheckMED® (Remote Care and Telemedicine solution)
- Olivia® (Your Intelligent Mirror and Digital Companion, infused with the power of conversational AI)
- Cognivia® (Cognivia is the First Second Brain Ai Co Pilot for Business AI Assistant empower human development of better evidence decision base on long Memory knowhow management)



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iubenda has been a pioneer in global privacy compliance for over a decade. We've brought together reliability, global expertise, and innovative technology to build a 360° compliance solution packed into one easy-to-manage platform. A comprehensive database of clauses crafted by our international legal team helps empower digital compliance for more than 100,000 customers all across the globe. From small business to large-scale enterprise, anyone can benefit from tools like iubenda's Policy Generator, Privacy Controls, Whistleblowing Management, Consent Database, and more. Meet us to explore how we can help boost your business's compliance, user trust and legal security.

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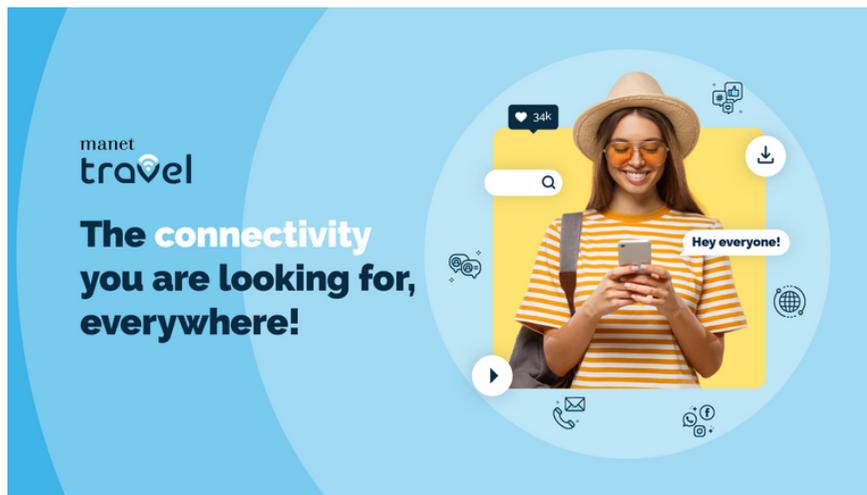
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iManet Travel is a connectivity solution enabling travelers from all over the world to enjoy a data connectivity package on their personal smartphones thanks to eSIM (virtual SIM) technology, allowing them to surf the web, to access a universe of services and content and to enhance their overall abroad travel experience.



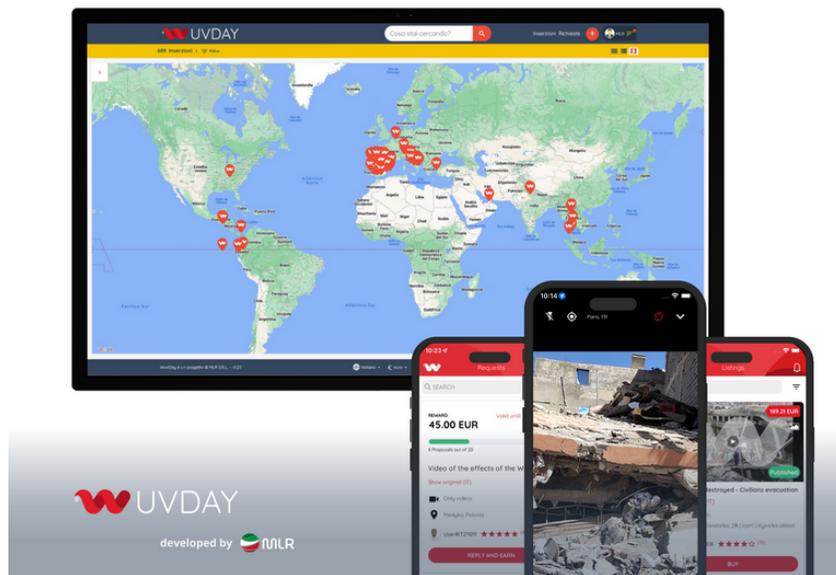
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WuvDay, developed by MLR, is an innovative platform revolutionizing digital news dissemination. It transforms any smartphone user into an on-the-spot reporter, empowering them to capture and sell real-time, verified images and videos globally. This groundbreaking marketplace addresses the urgent need for authentic, unmanipulated news content, countering the widespread issue of fake news.

WuvDay ensures each submission is geo-tagged with precise timestamps, offering journalists and media outlets reliable and original content. Committed to sustainable information sharing, WuvDay fosters a global community of contributors, making verified news accessible and supporting local reporting. It's an essential tool for media professionals seeking trustworthy sources and diverse perspectives.



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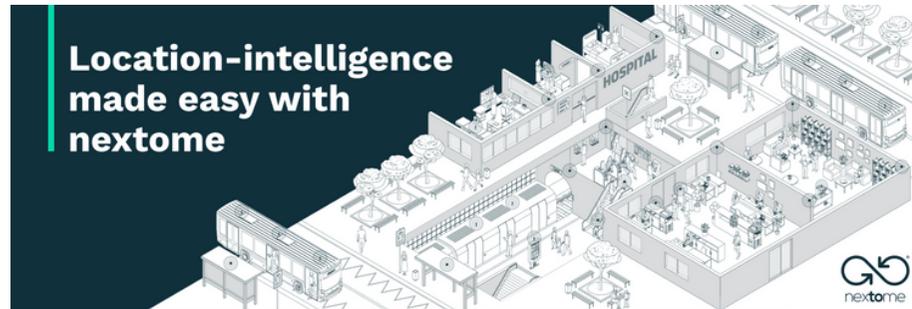


MAF's loyalty platform is your all-in-one solution for app growth and monetization. Acquire: Powered by first-party data, MAF connects your apps with the most relevant audience for your brand. With a strong focus on enhancing the user experience, our loyalty platform offers exclusive ad formats, such as Play2Earn.

This visionary ad format rewards users as they engage, leading to increased long-term retention rates and improved LTV, ensuring the highest ROAS. Monetize: MAF boosts user experiences through non-intrusive ads, achieving outstanding eCPMs. Explore MyChips, MAF's in-app offerwall, delivering the best match between users and apps. Maximize your revenue by motivating non-paying users to engage with native ads and earn rewards.

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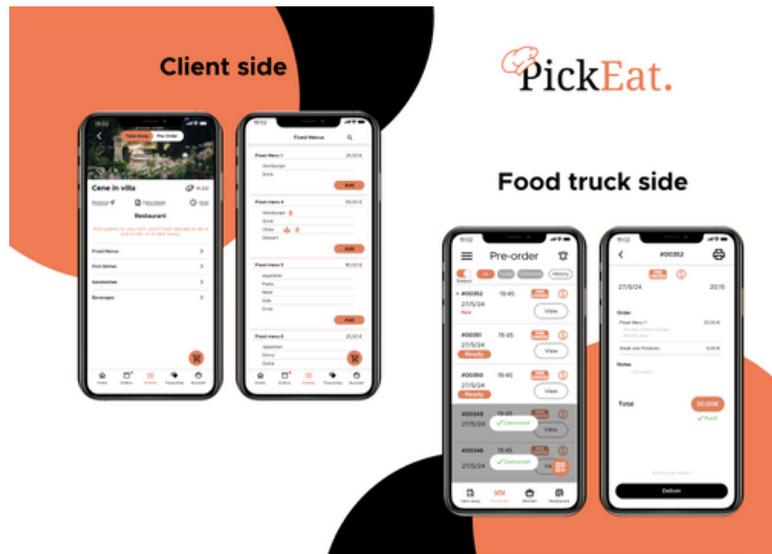
Nextome is an innovative SME specializing in advanced locating, monitoring and real-time tracking solutions for the safety, productivity and efficiency of production and logistics processes of complex companies and organizations.

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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PickEat transforms event experiences, letting attendees effortlessly skip queues with our intuitive app for pre-ordering and pre-payment. This time-saving solution not only elevates satisfaction but also boosts vendor cash flow and operational efficiency. With targeted promotions, PickEat goes beyond, maximizing spending per user and unlocking new avenues for revenue growth.



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QuestIT is an Italian company that develops Intelligent Digital Humans.



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Scaling Parrots is a leading web3 & blockchain consulting and development firm based in Brescia, Italy. Founded in 2018, Scaling Parrots offers tailor-made solutions to help businesses grow and enhance their operations through the power of blockchain technology.

Our Services: Blockchain Consulting & Strategy, Smart Contract Development, Decentralized Applications (DApps) development, Tokenization Solutions, Blockchain Security & Auditing and Blockchain Integrations, where we assist you in integrating blockchain technology into your existing systems and processes, ensuring seamless interoperability and data synchronization with our APIs.

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SIZEYOU BY I-DEAL SRL

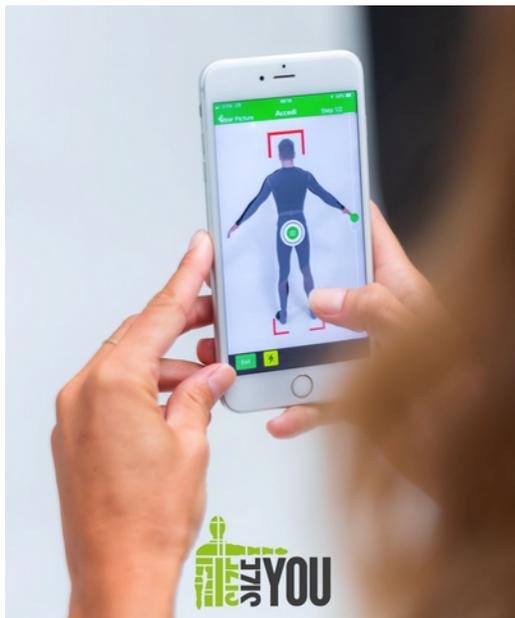
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SizeYou, a B2B mobile app, specializes in medical, fitness, and aesthetic applications. It provides professionals with a mobile alternative to slow and imprecise manual methods and expensive bodyscanners. Enabling remote patient monitoring, the app allows professionals to collect measurements at home while prioritizing privacy. Tailored for the medical and fitness industry, it ensures accurate body measurements without facial image collection using an AI pose-detection system. The back office supports modelists with real-time customer data access for ongoing fitness assessments. SizeYou streamlines orthopedic/fitness apparel production by remotely assigning sizes based on precise measurements, ensuring tailored solutions, even in remote settings. It significantly reduces human measure collection time, automates data input, and balances costs with time savings and increased precision in just four visits per month.

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Oliveru.com is the e-commerce marketplace platform for small manufacturers.



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The logo features the word "social" in white lowercase letters inside a blue speech bubble, positioned above the word "Thingum" in a large, bold, black sans-serif font.

social Thingum

A promotional graphic with a light blue background featuring a circuit board pattern. It includes a QR code, the "social Thingum" logo, the tagline "Connecting people and things the smart way", and a stylized brain icon composed of circuit lines. A blue footer bar contains text about research and development in AI and related fields.

socialthingum.com

social
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We create innovative solutions in the fields of **Artificial Intelligence** and **human-computer interaction**

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SOCIAL THINGS SRL
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In Social Thingum, we develop innovative ICT solutions and we are involved in Research and Development in many fields such as Computer Science, Artificial Intelligence, Data Analytics, Machine Learning, e-Learning and Web & App Development in EdTech, Healthcare, InsurTech and more.

We offer original and tailor-made technological solutions. Our approach involves methodologies such as cognitive systems of knowledge representation and artificial and computational intelligence. Our company is active in the design, development and evaluation of proprietary technologies in the fields of Artificial Intelligence and Human-Computer Interaction. .

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We are a Sports Observatory that helps users and companies to easily find all the data on the main research areas related to the sports market. We have designed a technology to integrate different databases into one platform, allowing users to obtain information through longitudinal and interdisciplinary data.

The Sports Observatory is a statistical centre with a history of detailed information on research areas dedicated to the global sports market. Using our algorithms we generate segmented searches by continent, state, region and city.



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M.O.V.I.D.A Loudness Monitoring and Smart city Enabler

Tecnojest, an Italian SME born in 2001, provides innovative ICT solutions for people and things communication. Tecnojest develops hardware and software platform called OOIP offering a full range of services a very low power FOG and DEW devices combined with platform offering a unique solutions for Retail, Hospital, Bank, Smart City, Industry, Tower, Telco. At MWC24, Tecnojest is launching "M.O.V.I.D.A." Management Over IP Detection Audio an smart device for detecting urban noise and air quality, with integrated services for public and private users. Explore with us MOVIDA's advanced features for Loudness Monitoring and Smart City Enabler

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UNDO Studios IT S.r.l.'s flagship project, The Nemesis, is an open-world Metaverse accessible on desktop and mobile. The Nemesis is a groundbreaking mixed reality platform available on iOS, Android, and the web, offering immersive gaming experiences and creative world-building beyond traditional gaming. Featuring virtual assistants with humanoid avatars, users can easily interact in up to 9 languages, receiving immediate support on various topics through integration with artificial intelligence via ChatGPT by scanning QR Codes within the application. Moreover, The Nemesis ensures enhanced security and seamless user experience through integration with CorePass, a revolutionary digital identity management solution.

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90% of new Guitarists abandon the instrument within a year, VISUAL NOTE instant gratification system reduces drastically the abandonment rate to 20%. The Visual Note system is made of an LED device attachable directly to the neck of your guitar connected to the APP. Learning is more efficient thanks to the LED guide allowing users to play immediately. The Bmodel is a freemium App with subscription plans, offering the unique option of integrating a hardware device for an enhanced experience. The product is already on the market.



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TimelapseLab, since May 2019, has been producing smart industrial devices for remote construction site management paired with a proprietary software based on artificial intelligence. With a wide range of innovative and customizable products and services, we combine the production of high-definition plug & play devices -resistant to all types of critical issues- with a functional management platform for remote control of activities.

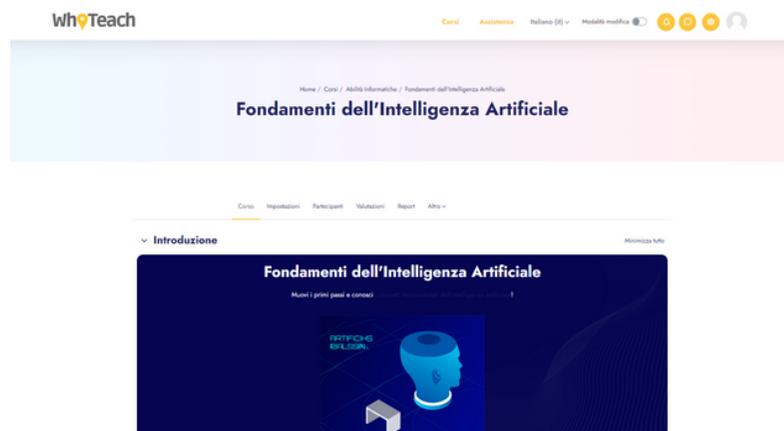


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WhoTeach

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WhoTeach is a B2B intelligent digital learning platform based on Artificial Intelligence to support Training Institutions as well as HR Managers to create high quality online courses for upskilling and reskilling.

It features a fully integrated ecosystem for any training activity, with a Learning Management System and Virtual Rooms for asynchronous and synchronous activities and interactive learning. Thanks to its Recommender Systems, WhoTeach supports trainers in retrieving the most suitable learning material according to the learners' goals and needs.

WhoTeach also features a Generative AI tool to support the generation of learning material: trainers can generate final slides in HTML and PPT formats, conceptual maps, quizzes and final assessments.

It is a platform that truly streamlines the intricate process of course creation while ensuring enriched and customizable learning experiences for the users to save time, financial resources and improve training quality.

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XNOOVA



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With One Another

XNOOVA is an Italian company, leader in mobile threat defense development and platforms. Xnoova among its products includes the Ermetix software platform , a cloud-based UEM + MTD all in one software solution that allows you to manage and protect any device based on iOS, Android and Windows 10/11

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