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Ministero degli Affari Esteri e della Cooperazione Internazionale

ITA ITALIAN TRADE AGENCY

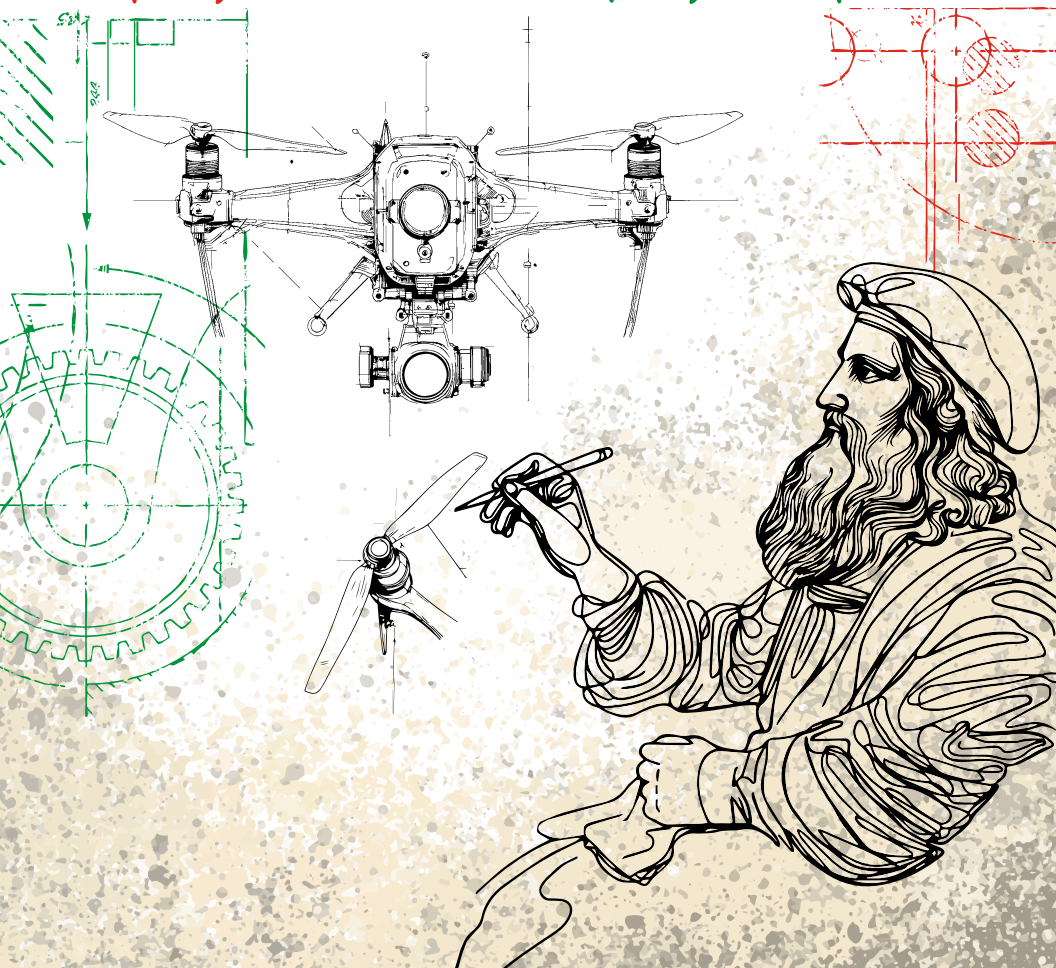
AREA SCIENCE PARK

ITALIAN STARTUP

ITALIA @ CES 2025

7-10 January
Las Vegas, NV

crafting innovation, shaping the future.



ITALIAN TRADE AGENCY

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

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

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

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

ITA - Italian Trade Agency

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www.ice.it

Italian Trade Agency
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ITA - Italian Trade Agency
@ITAtradeagency

REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA
ASSESSORADU DE S'INDÙSTRIA
ASSESSORATO DELL'INDUSTRIA

SARDEGNA

As part of a strategy aimed at developing an innovation-based economy, the Region of Sardinia is actively pursuing actions and project initiatives aimed at enhancing research and technological innovation within the local entrepreneurship. This strategic vision aims to improve the productivity and competitiveness of the entire Sardinian industrial system.

The participation of innovative Sardinian start-ups in the 2025 edition of CES Las Vegas, aligns perfectly with this perspective. This initiative is aimed at creating new business opportunities and national and international collaborations, while simultaneously connecting the island's innovation ecosystem with major hubs on a global scale. The presence of innovative Sardinian start-ups represents a significant step towards building business networks, industrial and financial partnerships, as well as collaborations focused on open innovation and co-innovation.

The Region of Sardinia therefore confirms its commitment to supporting research and innovation as essential tools to stimulate economic and industrial growth, also thanks to the active participation of innovative Sardinian start-ups in the international event CES Las Vegas.

Massimo Carboni

Regione Autonoma della Sardegna:
Assessorato dell'Industria

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RAS - Regione Autonoma della Sardegna
Regione Autonoma della Sardegna
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@regioneautonomasardegna
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Piemonte region is home to important companies, research centres, universities and top national and international key players: this is a highly competitive hub supplying an extensive offer, guarantee of flexibility, quality and reliability.

Digital technologies and solutions are among Piemonte's leading excellences. The region is the Italian birthplace of cinema, television, telephone and computer industries, MP3 as well as of major companies like Olivetti or more recent unicorns like Satispay and still is in a leading position in the development of Information Communication Technology.

Piemonte offers a highly competitive and reliable environment for business. It boasts a flexible and skilled workforce, with over 7,000 ICT companies employing around 33,000 people. The region's ability to innovate is supported by a strong R&D ecosystem, underpinned by institutions like the Politecnico di Torino and University of Torino. In addition, Piemonte is home to 10 operational data centers, with more facilities expected in the coming years, reinforcing its digital infrastructure. With a focus on current market trends, Piemonte continues to develop cutting-edge solutions in areas such as AI, IoT, and cybersecurity, maintaining its position as a key player in the global digital landscape. This innovative landscape is further strengthened by initiatives such as the Ai4Industry (AI4I) Foundation, which aims to position Piemonte as a leader in AI-driven industrial transformation.

The participation in CES 2025 is organised within the Integrated Supply Chain Project "ICT". The project provides international players with a preferential channel to meet and develop business with a selection of companies from Piemonte specializing in digital technologies.

Piemonte Agency

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@CEIPIEMONTE s.c.p.a.
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Area Science Park is a national research body headquartered in Trieste and supervised by the Italian Ministry of University and Research.

It was established in 1978 to develop and support scientific and technological research in Italy.

Over the years, Area Science Park has accrued specific skills in conceiving, developing and implementing technology transfer initiatives, integrated systems and innovative services.

Area Science Park contributes to a knowledge-based society by building bridges between the world of research and the industry and supporting digital and green transformation.

The objective of Area Science Park is to support high-risk innovation resulting from research developed within our research and technology infrastructures.

AREA Science Park

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Area Science Park
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INNOVIT is the premier Italian Innovation and Culture Hub, promoted by Italy's Ministry of Foreign Affairs and International Cooperation and coordinated by the Consulate General of Italy in San Francisco and the Embassy of Italy in Washington DC. Located in the heart of San Francisco, INNOVIT embodies Italy's long-term commitment to technological innovation and to strengthening ties with the Bay Area and the US ecosystem.

Through acceleration programs, strategic partnerships, and international initiatives, INNOVIT connects the vital resources of Silicon Valley with the best opportunities offered by Italian businesses. We are the bridge that links Italian excellence in entrepreneurship, culture, research, and technology to the global future.

A crucial aspect of INNOVIT's mission is to facilitate the integration between the Italian and US tech ecosystems. INNOVIT aims to provide visibility to the most innovative Italian entrepreneurs, connecting them to the visionary approach and venture capital resources of Silicon Valley. Our goal is to promote an inclusive level playfield for the Italian ecosystem to thrive in the future.

The Hub is operated in synergy by **Italian Innovation Center, Italian Trade Agency, Italian Cultural Institute.**

INNOVIT - Italian Innovation & Culture Hub

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Innovit - Italian Innovation and Culture Hub
INNOVIT - Italian Innovation and Culture Hub
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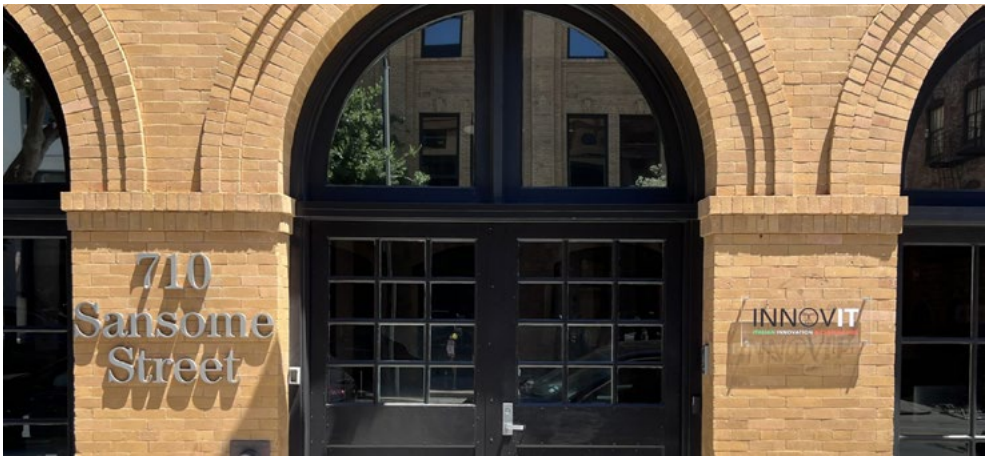
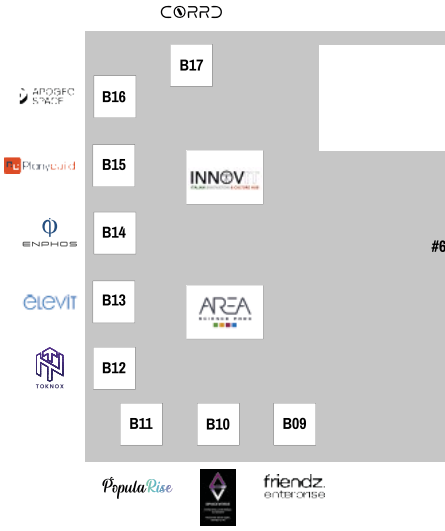
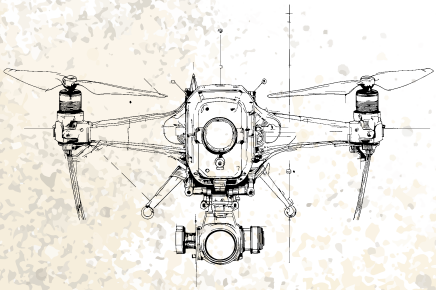


ITALIA
CES
2025



crafting innovation,



A @

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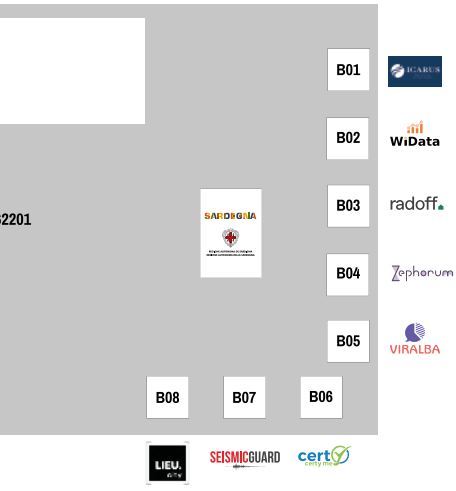
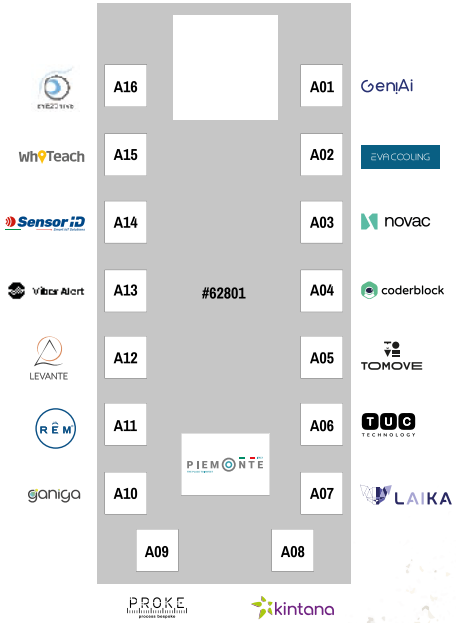
Las Vegas, NV





shaping the future.

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ARTIFICIAL INTELLIGENCE

BOOTH C11

221e

GAIN AN EDGE WITH PRECISE MOTION SENSING

221E

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221e
221e

221e is a leading global supplier of intelligent precision sensing solutions for smart devices. Our AI-powered sensor fusion algorithms provide exceptional accuracy & consistent results alongside significant cost advantages. Since 2012, we have delivered innovative sensing solutions to power a wide variety of products, including wearable devices, sports equipment and smart PPE. For over a decade of field testing & scientific research, 221e's advanced sensing technologies have been continuously refined to meet the accuracy requirements of the most demanding applications.

STARTUPS

BOOTH C03

3dnextech

SHAPING THE SUSTAINABLE FUTURE

3DNEXTECH

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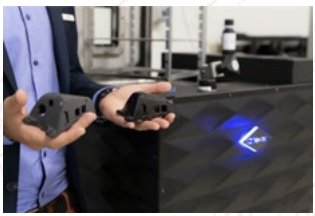
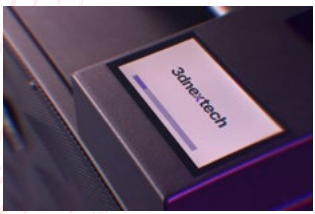
3dnextech

3ndextech brings next-generation plastics technology to everyday products through automated processes that create stronger, better looking and more durable items. Their breakthrough system makes plastic parts completely waterproof, and tougher while reducing costs and environmental impact, all at unprecedented speed.
This Deep Tech Italian startup is changing the way plastic products are made, setting new standards for quality and sustainability in consumer goods. 3dnextech is seeking investors to help it grow fast and set up operations and manufacturing base in the US.





ARTIFICIAL INTELLIGENCE

BOOTH C13

REVOLUTIONARY BIO-INSPIRED VISION TECHNOLOGY

AI4IV

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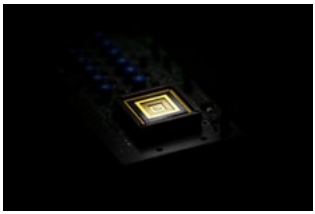
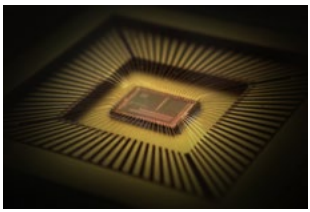
Fabio Gallo

AI4IV

AI4IV transforms vision technology with its groundbreaking bio-inspired sensors. Modeled after the compound eye, our technology captures crystal-clear images even in challenging lighting, outperforming traditional CMOS sensors by eliminating artifacts. This innovation provides AI systems with ultra-precise data, boosting accuracy and reliability. Discover the next era of vision technology with AI4IV





ARTIFICIAL INTELLIGENCE

BOOTH A15

TRAIN WITH NO PAIN

AITECH4T - WHOTEACH

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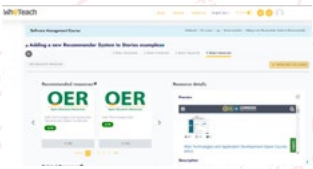
WhoTeach
WhoTeach
@whoteachofficial
@WhoTeachST

WhoTeach is a B2B Intelligent Digital Learning Platform that supports Training Institutions and HR Managers to create and generate high-quality online courses through Artificial Intelligence components such as Recommender System and Generative AI.
It integrates a Learning Management System and Virtual Rooms for synchronous and asynchronous activities and interactive learning. The modularity and pluggability of the platform's components allows our solution to be tailored to customers' needs and reduce switching costs.



ARTIFICIAL INTELLIGENCE

BOOTH A07

LAIKA

ASK LAIKA: YOUR TRUSTED AI VETERINARY MATE

AITEM

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aitemsolutions.it
wwwlaika.aitemsolutions.com

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Alessandra Chianale

LAIKA
@laika.vet

LAIKA is an AI tool developed specifically for veterinarians, designed to support every phase of the clinical process. Developed in collaboration with veterinarians, LAIKA provides assistance from anamnesis collection to therapy selection, analyzing data and suggesting differential diagnoses. It does not replace clinical judgment, but facilitates it, reducing stress and improving decision making effectiveness. With constant updates and a specialized approach in veterinary medicine, LAIKA becomes a virtual colleague always by your side, helping you confidently handle even the most complex cases

SPACE TECHNOLOGY

BOOTH B16

APOGEO SPACE

DATA COLLECTION EVERYWHERE, FOR EVERYONE

APOGEO SPACE

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info@apogeo.space
www.apogeo.space

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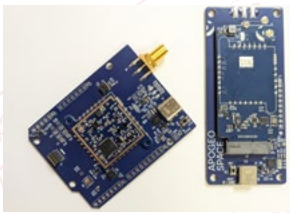
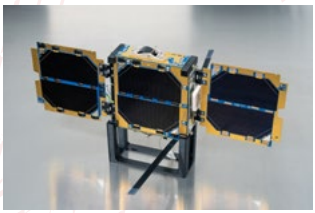
Guido Parissenti

Apogeo Space
@apogeo-space

Apogeo Space is developing and already operating the first private Italian constellation of picosatellites for IoT telecommunications. This constellation provides ubiquitous satellite connectivity and enable real-time data transmission, even in the most remote or poorly covered areas of the world. Apogeo also offers comprehensive space manufacturing services: design, production, testing and management of satellites and constellations. With extensive experience in the European space sector, Apogeo is actively involved in public tenders and promotes technology spin-off and spin-in projects worldwide





DIGITAL HEALTH

BOOTH C10

MIA: MIRROR INTERACTIVE ASSISTANT

ASYMMETRICA

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www.asymmetrica.it

CONTACT PERSON:
Marco Capani

MIA (Mirror Interactive Assistant) by Asymmetrica is a groundbreaking solution for contactless health monitoring. Using video technology, it tracks vital signs, emotions, and temperature in real time. Its AI-powered personal assistant avatar interacts with patients, providing reminders, emotional support, and sending health updates to physicians.Introducing also CITYCONN, the digital platform for Smart Cities, provides, together with photocatalytic films, air sanification with a huge quantitative effect, reducing pollution. The uniqueness and simplicity of the photocatalytic technology can transform every object and furniture in an environment friendly ecosystem puryfing the air we breathe.

STARTUPS

BOOTH B12

TOKNOX

DON'T TRUST, TOKENIZE

BLOCKCHAIN ITALIA

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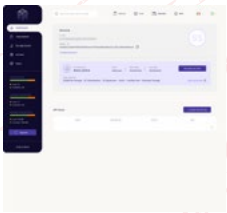
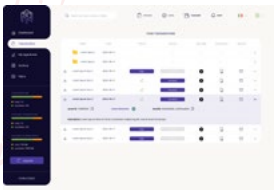
CONTACT PERSON:
Alessandro Brigato

TokNox
@Toknox_
@toknox_
@toknox

TokNox is a blockchain-based platform designed to revolutionize digital asset management with secure and efficient solutions for notarizing, archiving, signing, and tokenizing files. Built on the Algorand blockchain—renowned for its sustainability and eco-friendly design—TokNox ensures transparency, immutability, and scalability, streamlining document management, digital workflows, and signatures. The platform empowers users to establish verifiable timestamps and assert data ownership, providing a trustworthy foundation for digital processes. Prioritizing speed, cost-efficiency, and environmental responsibility, TokNox is an essential tool for ensuring data integrity across diverse applications.





ARTIFICIAL INTELLIGENCE

BOOTH B06

YOUR AI EXPERT, EMPOWERING EMPLOYEE CYBERSECURITY

CERTY

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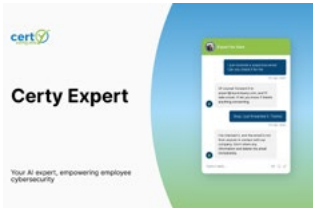
info@certy.me
www.certy.me

CONTACT PERSON:
Riccardo RGG Sanna

Certy
Certy S.r.l.
@certy.me

Certy Expert is your AI-powered cybersecurity assistant, designed to reduce IT workloads and help employees make smarter, safer decisions. Focused on addressing the 95% of security breaches caused by human errors, Certy Expert simplifies cybersecurity management and effectively protects your company.



AUGMENTED & VIRTUAL REALITY

BOOTH A04

INNOVATIVE SOLUTIONS FOR VR AND XR EXPERIENCES.

CODERBLOCK

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danilo@coderblock.com
www.coderblock.com

CONTACT PERSON:
Danilo Costa

Coderblock
@coderblock
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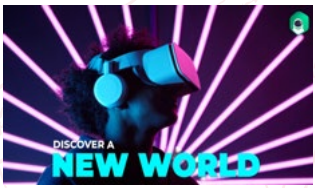
Coderblock

Coderblock is the tech company founded to revolutionize the digital landscape with a suite of cutting-edge virtualization technologies dedicated to transforming businesses through expert consultancy in XR and VR immersive experiences.



STARTUPS

BOOTH B13

TECHNOLOGY FOR SMART SURFACE

ÈLEVIT

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40132, Bologna (Italy)
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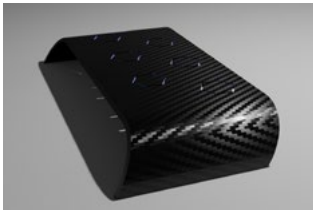
info@elevit-ui.com
www.elevit-ui.com

CONTACT PERSON:
Michele Aiello

èlevit
@elevit7301

èlevit is an exclusive touch technology to build Smart Surfaces on any material, developing reliable sensors with a modern design. Our mission is to innovate how consumers interact with everyday products, starting from the automotive industry. The excessive implementation of touch screens makes cars look all the same, ruining brand identity, user experience and creating issues with safety. Smart Surfaces are the innovation trend in User Interfaces that starts from the automotive industry but will expand to all consumer products, such as Smart Home, Gaming, Furniture, Appliances, and more.



STARTUPS

BOOTH C12

DISRUPTIVE SIMULATION FOR TOMORROW'S IDEAS

EMC GEMS

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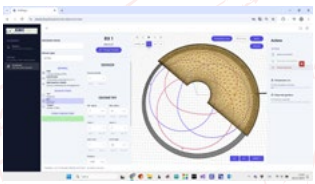
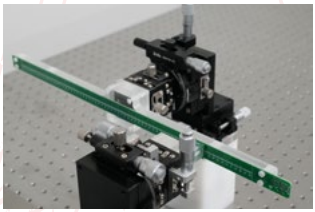
info@emcgems.com
www.emcgems.com

CONTACT PERSON:
Ruben Specogna

EMC Gems S.r.l.
EMC Gems

EMC Gems develops disruptive electromagnetic simulation software capable of characterizing complex designs thousands of time faster than competitors. Used for optimizing inductive, magnetic sensors, and power electronics devices, this software enables our "iEncoder" inductive encoders to replace optical and magnetic sensors, offering a more cost-effective and precise solution. Our smart sensors, equipped with neural network-based digital twins trained through physical simulations, provide an advanced approach to predictive maintenance and monitoring.





SUSTAINABILITY

BOOTH B14

ENPHOS

SAFE & SUSTAINABLE HYBRID ENERGY STORAGE SYSTEM

ENPHOS

Via Zorzi, 7
37138 - Verona (Italy)
T. +39 045978 4017
enphos@enphos.com
www.enphos.com

CONTACT PERSON:
Luigi Migliorini

Enphos

ENPHOS (www.enphos.com, meaning 'Energy & Light') is an Italian company based in Verona (Venice Region) focused on innovative solutions for a Sustainable and Circular Economy. Using an inter-disciplinary approach, ENPHOS has been developing products for the following needs and related applications:
1) Hythesis: Green Hydrogen Electrolyzers for Sustainable Mobility
2) Metaphos: Photo-Synthetic Solutions to Generate Solar Fuels for Industrial applications
3) HYRIS (HYbrid Renewable Integrated System): 'Friendly' Safe and Sustainable Batteries for Medium and Long Duration Energy Storage

VEHICLE TECHNOLOGY AND ADVANCED MOBILITY

BOOTH A16

EYE2DRIVE

ADVANCING AUTONOMOUS NAVIGATION IMAGE SENSORS

EYE2DRIVE

Via Muttini, 14
54033 - Carrara (Italy)
T. +39 328 965 8287
info@eye2drive.com
www.eye2drive.com

CONTACT PERSON:
Monica Vatteroni

EYE2DRIVE

The perfection of the human eye inspired our team to design a silicon-based solution for digital imaging. Using our proprietary imaging technology and artificial intelligence, EYE2DRIVE created a sensor that enables intelligent imaging acquisition for multiple industrial applications, including autonomous navigation and in-cabin systems, even in the most challenging light and environmental conditions.

FITNESS & WEARABLES

BOOTH A11

SMART JEWELRY ENANCHED WITH EMOTIONAL FEATURES

FORTITUDO DIAMONDS

Via Monte Napoleone, 8
info@rem-montenapoleone.com
www.rem-montenapoleone.com

CONTACT PERSON:
Dr. Nicola Rossi

@rem_montenapoleone

REM® crafts interactive jewelry that combines fine craftsmanship with digital innovation, allowing personal content like messages, photos, and videos to be stored and accessed via smartphone. Perfect for unique branded gifts, employee rewards, or retail collections, REM® jewelry offers a special way for companies to connect with clients, employees, or customers. Each piece is a personal keepsake, blending elegance with memory preservation, transforming jewelry into a meaningful, interactive experience.

MARKETING & ADVERTISING

BOOTH B09

TURN YOUR CUSTOMERS INTO BRAND ADVOCATES

FRIENDZ ENTERPRISE

Via Bianca di Savoia, 17
20122 - Milano (Italy)
T. +39 3513048430
dane@friendz.io
www.xistem.friendz.io

CONTACT PERSON:
Daniele Scaglia

@friendztheapp

Friendz is an innovative platform that enables brands to create and manage engaging communities, activating their consumers in interactive missions to generate awareness, engagement, and conversions. Through the Friendz system, users participate in challenges and activities, sharing content on social media and becoming true brand ambassadors. Ideal for companies looking to build an authentic and lasting connection with their audience, Friendz transforms engagement into concrete value for the brand.

ARTIFICIAL INTELLIGENCE

BOOTH A10

ganiga

THE AI THAT MAKES A DIFFERENCE

GANIGA INNOVATION

Via Valdinievole nord, 66
Bientina (Italy)
T. +39 3270067842
info@ganiga.it
www.ganiga.ai

CONTACT PERSON:
Nicolas Lorenzo Zeoli

Ganiga
@coderblock
Ganiga Innovation
Ganiga Innovation
Ganiga Innovation

Ganiga combines robotics, AI, and Gen AI to revolutionize waste management. Our flagship product, Hoooly, is a smart bin that recognizes, sorts, and analyzes waste in real time, optimizing recycling, reducing CO2 emissions, and generating essential ESG data. Our solution, trusted by clients like Google, Michelin, and various airports, aims to drive sustainability in high-impact sectors. Through advanced analytics and a seamless, scalable design, Ganiga delivers actionable insights for efficient and eco-friendly waste management.

AUGMENTED & VIRTUAL REALITY

BOOTH B15

GeckoWay
Create Radically Successful Businesses

DREAM. DESIGN. LIVE.

GECKOWAY

Via Fasana, 21
00195 - Roma (Italy)
T. +39 3279414467
contact@geckoway.com
www.planybuild.com

CONTACT PERSON:
Marco Rinelli

Planybuild
Planybuild

Planybuild is a platform that allows consumer home builders, architects and customers to see their construction project before it is even built through the use of Mixed Reality. Just by their own fingers, final users can customize each piece of the project, from structure to furniture. They can switch the tiles, resize furniture or rearrange rooms simply by clicking on them and choosing the right composition. Benefits are on the costructors and archictects side as well. Ideed, our Mixed Reality application is directly connected with our project management platform, making work quick and easy.

STARTUPS

BOOTH A01

CONNECT WITH YOUR DATA, MAKE SMARTER DECISIONS.

GENIAI

Marie Curie Street, 17
39100 - Bolzano (Italy)
T. +39 0471982910
info@geniai.it
www.geniai.it

CONTACT PERSON:
David Locatelli

Geniai

Geniai is an innovative startup developing Aivia, an AI-driven platform for managing data from sources like sensors, video surveillance, and online data via API. With an advanced chatbot, Aivia enables real-time data analysis, highlighting correlations and providing predictions. Ideal for smart cities, malls, and security, Aivia turns complex data into accessible insights, supporting quick strategic decisions.

DIGITAL HEALTH

BOOTH B01

YOUR DOCTOR, IN YOUR POCKET.

ICARUS

Via Dalmazia 22,
09127 - Cagliari (Italy)
T. +39 3338795828
info@icarustechnology.it
www.icarustechnology.it

CONTACT PERSON:
Carlo Usai

Icarustechnology

Icarus is an AI-powered virtual doctor designed to support patients in medical follow-up phase by providing medically validated information and continuous assistance. Icarus is 2erified by a team of 20 doctors, ensuring reliability, making it a trusted resource for patients. Targeting private clinics, Icarus enhances clinical efficiency, reducing routine consultations and offering 24/7 accessible guidance to patients. For clinics, this means streamlined workflows and an elevated level of patient care, while patients benefit from on-demand information that empowers them in managing their health

ARTIFICIAL INTELLIGENCE

BOOTH A02

EVACOOLING

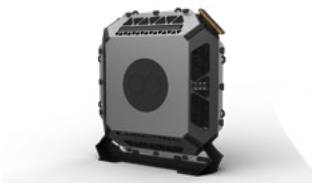
EVAPORATIVE LIQUID COOLING TECHNOLOGY FOR MAXIMUM AI PERFORMANCE

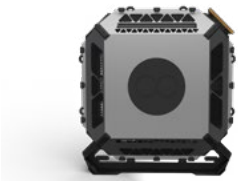
IN QUATTRO

Piazza dei Re di Roma, 47
00183 - Roma (Italy)
T. +39 3519977567
info@in-quattro.com
www.eva-cooling.com

CONTACT PERSON:
Giuseppe Zummo

EVACOOLING introduces the world's first two-phase cooled AI Workstation. Our revolutionary evaporative cooling technology uses low-boiling-point dielectric fluid to efficiently dissipate heat from high-end GPUs and processors, delivering superior thermal performance compared to traditional cooling systems. Achieve maximum efficiency and sustained peak performance for your most demanding AI, deep learning, and machine learning workloads.





ARTIFICIAL INTELLIGENCE

BOOTH C05

iNNOVA
Disruptive Innovation

EVOLVERA - AI DISRUPTIVE INNOVATION

INNOVA

Via Colonnello Bertè, 100
98057 - Milazzo (Italy)
T. +39 0282197958
Info@Innovame.it
www.innovame.it

CONTACT PERSON:
Giuseppe Giorgianni

iNNOVATECH
@iNNOVAme
@innovame
Innova

Is it possible to boost productivity while reducing stress? The answer is yes, with EVOLVERA!
Evolvera® is the first smartwatch with customisable artificial intelligence that rewrites the rules of wearable tech.
Imagine a device that learns, evolves and anticipates your needs. It is not a simple technological gadget, but a true "Digital Companion", designed to integrate deeply into the life of every user and adapt to their unique habits.
Evolvera is the meeting point between advanced technology and empathic interaction, a solution that transforms the very concept of the smartwatch.

SMART HOME

BOOTH A08

kintana

LEARN, PLAY, GROW

KINTANA

Corso Lombardia, 79
10099 - San Mauro Torinese (Italy)
T. +39 0112230311
sales@kintana.it
www.kintana.it

CONTACT PERSON:
Paolo Rigobello

@kintana

@peaitaly

Kintana is the new digital competence center of Pea, its digital soul. Kintana has a very specific task: making physical products smart. But there is something more: a real interactive phygital experience that will bring never-before-seen results in terms of engagement, storytelling, data management. People. Engage. Achievement: Pea's digital identity. This is our vision of a natural evolution of a leader.

SUSTAINABILITY

BOOTH A12

LEVANTE

WHEN SOLAR MEETS CARBON FIBER TECHNOLOGY

LEVANTE SOCIETÀ BENEFIT

Via Bernardo Quaranta, 45
Milano (Italy)
T. +39 3403213658
hello@levante.eco
www.levante.eco

CONTACT PERSON:
Kim-Joar Myklebust

@levantesolar

@levantesolar

@levantesolar

@levantesolar

Levante designs advanced solar panels in Italy using recycled carbon fiber. These semi-rigid, frameless, glass-free panels are lightweight, durable, and robust, with up to 60% lower CO_2 emissions, extending the lifetime of our products. In partnership with Advanced Composite Solutions, Levante is developing innovative technology to surpass traditional photovoltaic manufacturing limits. Leveraging motorsport engineering expertise, these panels are up to 80% lighter and thinner, with A-class surface quality—set to revolutionize solar for mobility and various applications.

AUGMENTED & VIRTUAL REALITY

BOOTH B08

THE FIRST VR SOCIAL NETWORK FOR ONLINE ART EVENTS

LIEU.CITY

Via Carlo Forte, 60
09123 - Cagliari (Italy)
T. +39 3711437050
tech@lieu.city
www.lieu.city

CONTACT PERSON:
Carlo Santagostino

Lieu.City
@lieu.city
@Lieucity
Lieu.City

Lieu.city is the only program available on the market that allows you to create VR exhibitions in a totally autonomous way. Lieu.city is also social. It allows each user through their personal profile to interact with other users. Users can browse the exhibits in engaging three dimensions (with VR glasses, PC, smartphone and smartTV) with any browser. Users have the possibility to directly share their feedback on the virtual museum experience on their social networks and interact with other visitors in real time.

ARTIFICIAL INTELLIGENCE

BOOTH B05

SHAPE THE FUTURE OF SOCIAL MEDIA

LINKALAB

Viale Elmas, 142
09122 - Cagliari (Italy)
info@viralba.com
www.viralba.com

CONTACT PERSON:
Antonio Agabio

Viralba

Viralba is an innovative platform designed to support both creators and businesses. For creators, it offers valuable insights into audience preferences, helping to refine content based on authentic engagement. For businesses, it provides a powerful tool to identify ideal marketing partners by analyzing real-time interactions and trends. By focusing on genuine audience reactions rather than vanity metrics Viralba uncovers emerging trends, hashtags, and topics that truly resonate, enabling more meaningful connections and optimized content strategies.

ARTIFICIAL INTELLIGENCE

BOOTH C06

MATHCLICK

WATER COMPOSITION ANALYSIS, REDEFINED BY AI

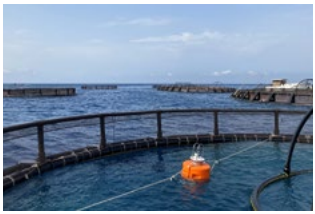
MATHCLICK

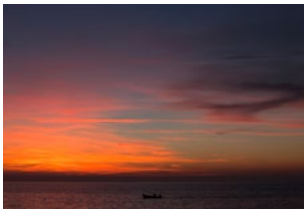
Via Alessandro della Spina, 39
Pisa (Italy)
info@mathclick.ai
www.mathclick.ai

CONTACT PERSON:
Michele Grassi

Mathclick
@mathclick_ai
@mathclick.ai
@mathclick_ai
Mathclick.ai

DISSENSE is an AI-powered autonomous water sensor engineered to measure key chemical properties of water with exceptional efficiency and durability. Designed for remote and demanding environments, it operates independently over long periods, reducing maintenance and costs. DISSENSE provides real-time data on essential water quality metrics like pH, CO_2, dissolved oxygen, and temperature, making it ideal for environmental monitoring, aquaculture, and industry. Integrated with Mathclick's CloudOS, it delivers actionable insights directly to users.





VEHICLE TECHNOLOGY AND ADVANCED MOBILITY

BOOTH A03

novac

MOULDABLE ENERGY STORAGE SYSTEM

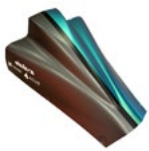
NOVAC

Strada Nazionale Canaletto Sud 303
41122 - Modena (Italy)
T. +39 3336676998
info@novacsupercap.com
www.en.novacsupercap.com

CONTACT PERSON:
Matteo Bertocchi

Novac
@novac.srl

Novac develops innovative, moldable energy storage systems designed to be embedded directly into vehicle surfaces. These supercapacitors integrate seamlessly with composite materials to deliver power boosts without requiring additional space. Applications span electric vehicles, aerospace, industrial, and marine sectors. Novac's approach extends battery life, reduces stress on power systems, and offers sustainable, high-power energy storage solutions.



SMART CITIES

BOOTH B07

NOWTECH SOLUTIONS

SEISMICGUARD - YOUR SAFETY IS OUR MISSION

NOWTECH SOLUTIONS

Via Cavour, 59
07100 - Sassari (Italy)
T. +39 3458015904
info@nowtechsolutions.it
www.seismicguard.net

CONTACT PERSON:
Francesco Petretto

@nowtechsolutions
@nowtechsolutions

NowTech Solutions is a team of skills specialized in the safety of property and people We take care of designing, creating and proposing products designed for the mitigation of damage and the massive release of alert states. We detect and communicate natural disasters in real time, so that the bodies responsible for safety can act preventively. Damage mitigation, safety and protection of people are our goal. Our customers are public administrations, companies and private citizens.

FITNESS & WEARABLES

BOOTH A09

PROKE
process bespoke

PRECISE, RELIABLE DIGITAL BODY MEASUREMENTS

PGM12 - PROKE

Via Folengo, 9
Padova (Italy)
info@proke.app
www.proke.app

CONTACT PERSON:
Paola Griggio

Proke provides a solution to take precise body measurements with an app and a wearable device. It is dedicated to made-to measure or personalized garment industry, to medical or wellness applications where body measurements precision is essential.

STARTUPS

BOOTH C04

Tinental

REDEFINING OPERATIONAL EFFICIENCY IN INDUSTRIES

PINPOINT-TINENTAL

Via Dell'Artigianale, 24
41030 Bastiglia (Italy)
T. +39 59904135
info@tinental.com
www.tinental.com

CONTACT PERSON:
Elin Flyger

Tinental reduces energy consumption in industrial machinery, like centrifugal pumps, by up to 60% while maintaining the same production output. This is a game changer, as industries spend $3.5 trillion annually on energy for motor-driven machines, with up to $1.4 trillion wasted due to oversizing. Their proprietary AI optimizes pump performance in real time, eliminating 100% of that waste without sensors or changes to the production line. With a Zero Capex solution where customers only pay a percentage of the actual savings achieved their clients can produce more while spending less.

ARTIFICIAL INTELLIGENCE

BOOTH B11

PopulaRise

THE BEST UGC COMMUNITY

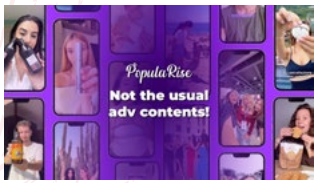
POPULARISE

Via Aosta, 4
20155 - Milano (Italy)
T. +39 03321561665
info@popularise.it
www.popularise.it

CONTACT PERSON:
Andrea Croce

PopulaRise
@popularise.ugc

PopulaRise is an AI-based platform specializing in User Generated Content (UGC) creation. It connects brands with a community of creators who produce authentic and engaging video content to enhance online visibility. Services include tailored UGC production, the innovative UGC Event House combining content creation with unique events, and a community program for creators to collaborate with various brands. PopulaRise delivers high-performing UGC videos within five business days, supporting brands in boosting awareness, conversions, and engagement.



SMART HOME

BOOTH B03

radoff.

IMPROVE THE QUALITY OF THE AIR AND YOUR LIFE.

RADOFF

Via Carlo Alberto, 23
07023 - Calangianus (Italy)
T. +39 3291226650
T. +39 3403750500
info@radoff.life
www.radoff.life/en

CONTACT PERSON:
Matteo Chiesa

@radoff_life
Radoff
Radoff
Radoff SpA

Radoff is an innovative company that through its technology, offers simple and effective solutions to the problem of indoor pollution. The main objective is to counter the risks associated with this issue, particularly radon, a harmful gas and the second leading cause of lung cancer worldwide. Our technology, totally Made in Italy, is at the service of the individual and the community and focuses on the health of the person, a true capital and asset to be protected. We want everyone to have the right to feel protected in their living spaces.

SMART HOME

BOOTH A14

Sensor iD
Smart IoT Solutions

SMART IOT SYSTEM FOR SMARTER SAVINGS

SENSOR ID

Via Don G. Mucciardi, 5
86020 - Campochiaro (Italy)
alfredo.salvatore@sensorid.it
www.sensorid.it

CONTACT PERSON:
Alfredo Salvatore

MODO by Sensor ID is a smart home solution designed to cut energy bills by up to 65% through intelligent automation of heating and cooling based on presence detection. Simple to install and compatible with all types and brands of air conditioning, MODO by Sensor ID offers seamless integration without the need for complex setups. Ideal for vacation rentals, MODO by Sensor ID not only solves energy waste issues but also enhances the guest experience while providing property managers with a system for smart property management.

ARTIFICIAL INTELLIGENCE

BOOTH C01

AI SOFTWARE FOR CONSTRUCTION REMOTE MONITORING

SNAPALL - VLAB

Via Solferino e San Martino, 14
46100 - Mantova (Italy)
T. +39 3289550754
info@snapall.io
www.snapall.io

CONTACT PERSON:
Damiano Bauce

SnapAll
@snapall.app
SnapAll

SnapAll is a real-time construction site remote monitoring software based on AI and neural networks, that simplifies the management of construction site development. The platform can be integrated with every existing IP camera connected to the internet, allowing complete and easy project oversight directly from smartphones via automatic timelapses, smart reports and real-time alerts. Our AI software can detect the number of people, type of vehicles, lack of helmets in the construction sites and it can view the progress of the work schedule automatically.

SUSTAINABILITY

BOOTH C08

SUPER-POLLUTANT EMISSIONS MONITORING SERVICE

SLY

Borgo Ferri snc
88060 - Santa Caterina dello Ionio (Italy)
info@sly.eco
www.treea.ge

CONTACT PERSON:
Kseniya Lenarciak

SLY

SLY offers continuous monitoring of super-pollutants to rapidly detect incipient fires or methane gas leaks. Through our platform Treeage, we provide high-granularity coverage of the entire asset footprint and comprehensive intelligence, detecting airborne threats within minutes and helping reduce emissions by up to 20%.

ARTIFICIAL INTELLIGENCE

BOOTH B10

EMPATHIC&EMOTIONAL AI

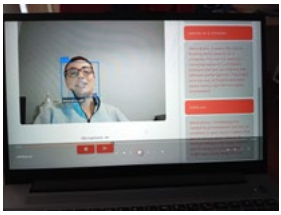
SPACEVERSE

Via Cavalli, 30
10138 - Torino (Italy)
T. +393884296701
maria.bruna@spaceverse-ai.com
www.spaceverse-ai.com

CONTACT PERSON:
Maria Bruna Moscatelli

SpaceVerse

SpaceVerse is an Empathic and Emotional AI system, based upon our IP fine-tuned model. It takes care of the most important asset: human emotions



TRAVEL & TOURISM

BOOTH C09

The thinking clouds

EIDELON, BRINGING HISTORY TO LIFE

THE THINKING CLOUDS

Contrada Piano Cappelle km 267
82100 - Benevento (Italy)
T. +39 3451772962
info@thethinkingclouds.com
www.thethinkingclouds.com

CONTACT PERSON:
Alina Gnerre

The Thinking Clouds
The Thinking Clouds
@the_thinking_clouds

Imagine a museum where every artifact has a voice, where robots become storytellers, guiding you through layers of history, art, and culture.
This is Eidelon a revolutionary software that transforms spaces into immersive worlds of discovery, led by interactive robotic guides. With Eidelon, robots engage in natural conversations: they can answer questions, share insights, and provide a truly unique visitor experience. Robots moving gracefully through a gallery, guiding visitors safely along a curated path of exploration. Eidelon was developed with co-funding from the Campania Region.

VEHICLE TECHNOLOGY AND ADVANCED MOBILITY

BOOTH A05

TOMOVE

BORN TOMOVE PEOPLE IN A DIFFERENT WAY

TOMOVE

Corso Castelfidardo, 30/A
10129 - Torino (Italy)
T. +39 3401197228
andrea.strippoli@tomove.tech
www.tomove.tech

CONTACT PERSON:
Andrea Strippoli

ToMove
@tomove.tech

ToMove is a cutting-edge Italian startup developing mobility solutions tailored for Smart Cities. The TOC is an innovative mobility service platform designed to meet the demands of future cities. With its modular chassis, the TOC can function as an autonomous robotaxi or a teleoperated vehicle, delivering advanced services. Featuring 5G connectivity and real-time data collection, the TOC enhances efficiency and improves the quality of urban services.

ARTIFICIAL INTELLIGENCE

BOOTH C07

TRAVEL versə

NEXT GENERATION IOT AI EDGE COMPUTER

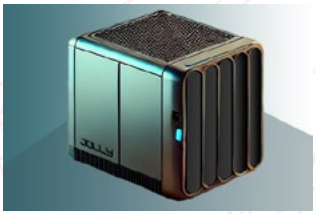
TRAVEL VERSE

Vicolo dell'Assunta, n.5
21052 - Busto Arsizio (Italy)
T. +39 0296416710
info@travelverse.it
www.travelverse.it

CONTACT PERSON:
Ivan Giovanni Allevi

Travel Verse
@travelverse.it
@Travel-Verse

Jolly is a next-generation IoT edge computer with integrated local generative AI, ensuring high security and device availability without Internet access. Designed as a mini server, it runs the software architecture to democratize AI while safeguarding data privacy. Jolly is a customizable virtual concierge for hospitality, accessible via app, totem, in-room phone, and more. Using a custom RAG architecture, LLM fine-tuning, and ML algorithms, Jolly operates securely on-premises, solving privacy issues common in commercial LLM applications.



ARTIFICIAL INTELLIGENCE

BOOTH C02

DISRUPTIVE AI UWB RADAR & RANGING PLATFORM

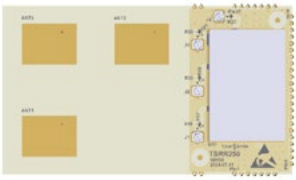
TRUESENSE

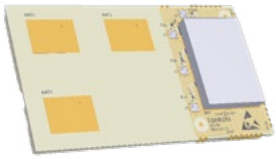
Viale Lombardia, 217
20900 - Monza (Italy)
T. +39 3334973392
info@truesense.it
www.truesense.it

CONTACT PERSON:
Armando Caltabiano

TRUESENSE

TrueSense is a disruptive platform solution provider specializing in Ultra-Wideband (UWB) technology, Edge AI software, and innovative IoT solutions. Combining its proprietary TinyML SW with UWB sensors, TrueSense enables customers to develop advanced IoT products and services for Radar & Ranging applications.
TrueSense offers DevKits and customized software SDKs to facilitate the integration of UWB modules for rapid POCs and final products. Member of the FIRA Consortium, TrueSense is headquartered in Italy.





VEHICLE TECHNOLOGY AND ADVANCED MOBILITY

BOOTH A06

THE MOBILITY USB

TUC

Via Pier Carlo Boggio, 59
10138 - Torino (Italy)
T. +39 3921513580
hello@tuc.technology
www.tuc.technology

CONTACT PERSON:
Ludovico Campana

@TUC.technology
TUC.technology
@tuc.technology
@TUCtechnology

A Leading company in the development of plug&play and modular technologies for mobility vehicles. founded with the aim of improving and re-inventing the concept of mobility vehicles for the new society, moving the concept from a defined product to a definable experience with infinite possibilities, thanks to the TUC.system international patent synthesized with TUC official Logo as a certificate of modularity.

VEHICLE TECHNOLOGY AND ADVANCED MOBILITY

BOOTH A13

Viber Alert

LIFE-SAVING RIDER-MOTORBIKE INTERFACE

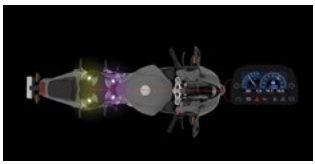
VIBER ALERT

Via Della Libertà, 58
90143 - Palermo (Italy)
T. +39 3472426121
contact@viberalert.com
www.viberalert.com

CONTACT PERSON:
Vincenzo Maresca

ViberAlert
@viberalert
ViberAlert
@Viber_Alert

Viber Alert® is a patented integrated motorcycle seat and seat cover system for both OEM and aftermarket markets. Our system saves lives by providing real-time vibration feedback that avoids distractions, keeping riders safe and alert on the road. We transfer the most critical alerts from audio-visual to vibratory feedback delivered directly to the motorcycle's seat. Vibration feedback allow drivers to stay informed at all times and keep their eyes on the road. Vibe Smart, Drive Safe with Viber Alert!



STARTUPS

BOOTH B17

VOLUMIO
THE MUSIC PLAYER

THE DEFINITIVE PERSONAL AUDIO EXPERIENCE

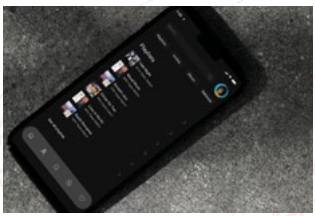
VOLUMIO

Borgo Albizi, 15
50122 - Firenze (Italy)
T. +39 3292946254
michelangelo@volumio.org
www.volumio.com

CONTACT PERSON:
Michelangelo Guarise

Volumio
@volumio
Volumio
Volumio

Volumio is revolutionizing audio entertainment with the first AI audio assistant: CORRD. Our app merges all music subscriptions into one, using AI to curate music and create personalized podcasts that mix news and tunes for a unique audio experience. With over 700,000 downloads and 10,000 paying users, Volumio is redefining how you enjoy music and audio content.



SMART CITIES

BOOTH B02

XPLORE
Your City becomes Smart

YOUR CITY BECOMES SMART

WIDATA

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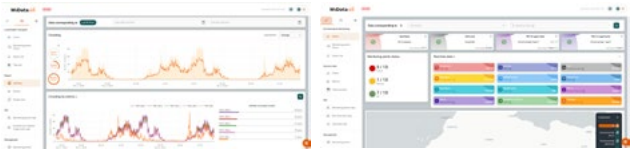
info@widata.cloud
www.widata.cloud

CONTACT PERSON:
Marco Uras

WiData
@widata
WiData
@Widata

Xplore is a comprehensive monitoring system developed by WiData, equipped with sensors for people counting and real-time environmental monitoring. It provides reliable and detailed data accessible through an intuitive and interactive dashboard. Xplore helps cities and organizations optimize space management, improve safety and urban sustainability. Key features include crowd flow analysis, air quality monitoring, and public transportation optimization, enabling smarter, data-driven decisions for more efficient and sustainable urban environments.



STARTUPS

BOOTH B04

Zephorum

WHERE MEMORIES LAST

ZEPHORUM

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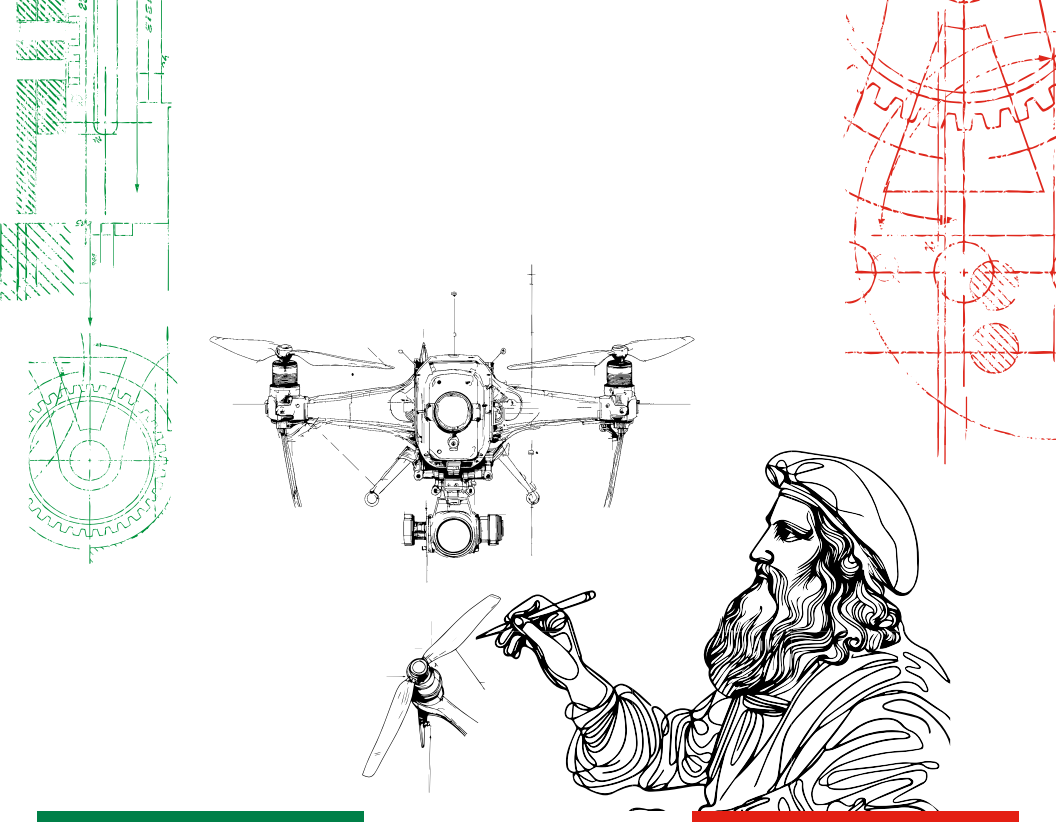
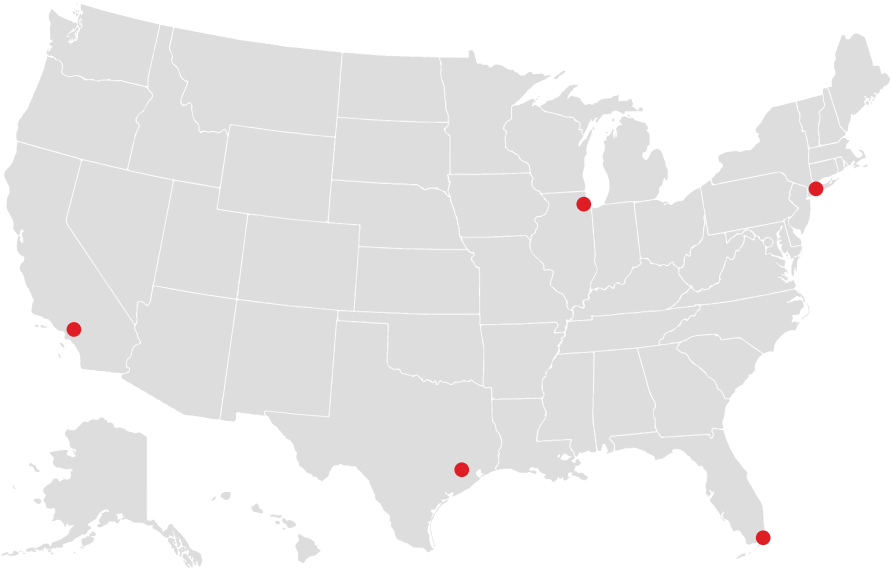
Zephorum is the first ecosystem for planning, recovering, and commemorating people's digital legacy. Thanks to its legaltech procedure, valid for all digital providers, individuals can choose between the right to be remembered or the right to be forgotten. Planning and protecting one's digital legacy or recovering the content of a loved one is a need that Zephorum addresses effectively.
Additionally, once a person's online data is returned to their heirs, Zephorum enables commemoration through the so-called "Webetery." Operating across the GDPR-compliant European area, the platform serves both B2C and B2B2C models, offering services to companies in the death care and insurance sectors. This year, Zephorum is debuting at CES 2025 with a new freemium service: the Webetery app, which allows users to independently create a digital mausoleum for their loved ones and interact with other users and companies in a new social network dedicated to commemoration.



SCAN FOR THE
ARENA ITALIA PROGRAM
AT CES 2025

ITA

ITALIAN TRADE AGENCY



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