

AR MARKET



Extended Reality Experiences to power up Gaming and Entertainment

AR Market operates in the Extended Reality market for B2B (AR/VR/XR/360°). We create gamified AR/VR experiences and 360° Virtual Spaces (full custom or SaaS) to empower Companies in multiple verticals, with focus on Entertainment, Gaming, Education and Events. We are launching a new initiative branded as MasterUp (<https://www.masterupgame.com/>), a unique toolkit for live RPG storytelling made of a mix of physical and digital/immersive products to level up DM skills. We develop in-house with our expert team of developers, 3D artists and game/graphic/web designers. Awarded by Horizon SOE, accelerated by Immediate European Accelerator in 2022 and Call4Innovit in San Francisco in 2023. Amongst our clients: P&G, Duracell, European Space Agency, EuFMD, Rolling Stone.

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MYWAI S.R.L.



AI-enabled efficiency and quality booster for machines

MYWAI, an Italian startup, pioneers an Edge, Multimodal & Generative AI Management Platform for Equipment as a Service, tailored for Industry 4.0 and Oil & Gas Equipment Management. This solution enables intelligent analyses of machinery data, extracting insights to cut maintenance costs, prevent defects, and enhance productivity. Accessible on-premise or SaaS, it ensures scalability without complex installations. With OPC UA open standards and multi-cloud zero-code functionality, MYWAI lets you effortlessly train AI algorithms, making your equipment smarter preserving Your Company's expertise.

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TMP GROUP S.P.A.



Technology Across Universes

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TMP Group S.p.A. is a Tech Media Company founded in 2012 in Milan, which supports artists, industries, companies and startups in management of positioning, business innovation, identity and digital projects transformation, through the activities of the Digital divisions, Production, Experience and Technology. In 2021 TMP founded Hangar21, a system of innovative hubs and productions houses able to enclose the communication chain, optimizing and innovating communication with end users.

ÈLEVIT S.R.L.



The Future of Hardware User Interface

èlevit is an exclusive touch technology creating smart surfaces with a modern design and reliable sensors. èlevit's mission is to redefine consumer interactions with everyday products using sustainable materials. In the Product Design industry, èlevit develops cutting-edge technologies for the next-gen of Hardware User Interfaces. Our interfaces feature widespread touch technology, simple interaction, reliability, ease of sanitization, wear resistance, sustainability and customizable design.

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PINPOINT S.R.L.



AI-enabled energy optimization for industrial machines

Revolutionizing energy efficiency, Pinpoint transcends traditional data-driven strategies, offering a solution that directly enhances the operational efficiency by real-time adjustments to existing industrial machinery. Using patented AI and IoT, we achieve up to 60% energy reduction without requiring facility upgrades. Our Energy-as-a-Service model eliminates upfront costs, offering a plug-and-play solution with immediate, impactful results. This strategy also addresses industry's critical CO2 emissions and sets us apart from competitors focused on renewable sources or analytics alone.

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THE NEMESIS -UNDO STUDIOS IT S.R.L.



Metaverse made easy

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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. It features a Play-and-Earn model. Creators can construct virtual worlds in VR/AR. Featuring virtual assistants with humanoid avatars and CorePass integration, a revolutionary digital identity management solution.

GANIGA INNOVATION S.R.L.



AI-enabled waste management solutions for a cleaner, sustainable future

Ganiga Innovation is revolutionizing urban waste management with hoooly!, an intelligent bin that utilizes Artificial Intelligence to instantly sort waste, educate citizens, and provide statistics. This innovative solution optimizes waste management, reducing costs, CO2 emissions, and time. Through the hoooly! platform, citizens are connected to the bins and incentivized with cashback for sustainable practices.

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RETAIL HUB S.R.L.



The Innovation you cannot miss, all in one place

Retail Hub is pioneering AI-driven consulting firm for the retail industry, seamlessly connecting Brands and Retailers with a meticulously curated selection of over 3500 startups via our platform, the Innovation Explorer. Our platform, Leveraging a proprietary AI model, interprets the customer queries in natural language and reasons on the practicality of startup solutions, ensuring the provision of a solution that's responsive and aligned with the client's needs. This approach ensures the delivery of innovative solutions across sectors such as Grocery, Fashion, Beauty and Pharma.

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VOLVERO



Moving the world through the sharing revolution

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Volvero is an app for sharing vehicles that connects owners with people who need one, saving time and money. We improve quality and security through AI and advanced technologies with crystal-clear full insurance coverage. Volvero is easier, safer and more reliable than any other app in the field.

HORA BEVERAGE COMPANY S.R.L.



Hóra Multivitamin Drink

Hóra Beverage Company was born in 2021 thanks to the foresight of its entrepreneur, Claudio Andreoli, who, intercepting in advance the need for healthy and natural consumption within the beverage offering, thought of an innovative product for everyone. hóra multivitamin drink has set itself very concrete, ambitious and sustainable objectives which we summarize below:
MARKET: Hóra is a unique, natural, multivitamin non-alcoholic soft drink; a healthy alternative offer to all soft, energy and sports drinks
PRODUCT: Hóra is made with 4 ingredients: Orange 20%, Honey 10%, Lemon 3% and Elderberry 1%. Without any chemicals, no sugar, we added 7 vitamins and zinc.
CONSUMER: Hóra is with zero caffeine, zero taurine, gluten free and also HALAL certified.

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SLY



Wildfire mitigation at scale over vast and remote areas

SLY has pioneered a transformative approach to wildfire detection and mitigation. By harnessing the convergence of AI at the edge, novel semiconductor gas sensing, global NB-IOT connectivity, we provide a solution that not only detects wildfires during their incipient stages but also predicts their potential evolution, enabling more efficient and timely responses. SLY offers a solution that improves the cost-effectiveness, speed, accuracy, and sustainability of wildfire detection and mitigation.

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VOLUMIO S.R.L.



The first super-app for a true personal music experience

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Volumio, born in the heart of Florence, Italy, merges artisanal heritage with cutting-edge audio technology. Dedicated to delivering superior sound quality and stylish design, their team of creatives and engineers ensures the highest standards are met. With a mission to share the essence of Italian sound worldwide, Volumio crafts audio solutions that resonate with discerning listeners.

APA - ASSOCIAZIONE PRODUTTORI AUDIOVISIVI

APA is the Italian Audiovisual Producers Association which represents production companies operating in series, film for TV and VOD, entertainment, documentary and cartoon, supporting their industrial growth and international promotion. APA is a member of CEPI (European Coordination of Independent Producers) and since 2022 leads MIA – the International Audiovisual Market of Rome.



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ITALIA MUSIC EXPORT

Italia Music Export aims to promote Italian music worldwide, boost music export revenues, and support Italian music companies going global. Italia Music Export is a service and resource center for exporters of Italian music. Still, it also advises and assists international professionals interested in working with Italian artists and companies.



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FEDERAZIONE INDUSTRIA MUSICALE ITALIANA

Born in 1992, FIMI (Federation of the Italian Music Industry) is founding member of Confindustria Cultura Italia - the official federation of the cultural industry in Italy - and IFPI (the voice of the recording industry worldwide). FIMI protects and promotes activities related to the recording industry, representing the interests of 2,500 members across the globe.



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ASSOMUSICA

Assomusica is the association of Italian producers and organizers of live music shows since 1996. Assomusica is the main interlocutor of institutions and the Italian representative of the sector for the European Union.



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ASSOCIAZIONE DI CATEGORIA TRADE ASSOCIATION

ANICA is the trade Association representing Italian film, audiovisual and digital industries: Producers, Film Distributors, Technical Companies, International Exporters, Digital Publishers and Creators, Audiovisual Media Publishers, and Cartoon Italia. Representative in Italy of the Academy of Arts and Sciences of Cinema, ANICA selects the Italian candidate for the Oscar for the best international film.



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CNA CINEMA E AUDIOVISIVO

CNA National Confederation of the Craft Sector and Small and Medium Enterprises has been protecting the interests of craft companies, SMEs, and self-employed workers for over seventy years. CNA has the credibility, professional skills and strength of feeling co-protagonists in the success of small enterprises and development of a sector that creates new enterprises.



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IFC ITALIAN FILM COMMISSIONS

The IFC Italian Film Commissions associates 20 Film Commissions located across Italy. Italian Film Commissions promote Regional Funds for an amount of about 70 million, dedicated to support national and international productions. Non-recoupable funds, cash rebates, supports etc. are the different opportunities offered by the Film Commissions and the Italian regions to attract foreign producers.



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ITALIAN TRADE AGENCY

Meet the Italian creative delegation focusing on Innovation, Audiovisual and Music, at South by Southwest 2024, organized by ITA - Italian Trade Agency - Los Angeles office.

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 widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Focusing on the most up-to-date communication and marketing tools, ITA promotes the excellence of Made in Italy in the world.

ITA Los Angeles office is focused on the promotion of the innovation and audiovisual industries, through a specialized team.

The **Innovation Desk** of ITA supports the Italian startups and SMEs in their access to the US Market, through a soft landing platform of services, connections and programs designed for any fundraising, market validation and talent acquisition needs. Located in the Los Angeles office and in the recently launched Italian Innovation and Culture Hub in San Francisco, the Innovation Desk team organizes the ITA presence at the most important innovation trade shows and conferences, manages the Global Startup Program and provides value added services on demand for both companies and institutions (Regions, Universities, Research Centers).

The **Audiovisual Team** promotes the internationalization of the Italian entertainment industry in the US market, acting as a bridge between the two markets: promoting Italy as a film making destination for films and TV inward investment, in close collaboration with the Italian Film Commissions; fostering co-production projects by helping Italian filmmakers (producers, writers, directors) to connect and to partnership with american counterparts for co-productions or distributions. Furthermore, the Team helps American production companies in navigating the different legislations to access Italian tax credits, in cooperation with regional Film Commissions and local executive producers. Visit our website "**Italy meets Hollywood**" italymeetshollywood.com and its related Newsletter, to keep you informed on the activities.

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