

# THE HOUSES OF EMERGING TECHNOLOGIES



**DISCOVER THE  
ITALIAN INNOVATION  
HUBS AT MOBILE  
WORLD CONGRESS  
2025**

**ITALIAN PAVILLON  
HALL 7  
STAND 7D83**



Ministero delle Imprese  
e del Made in Italy



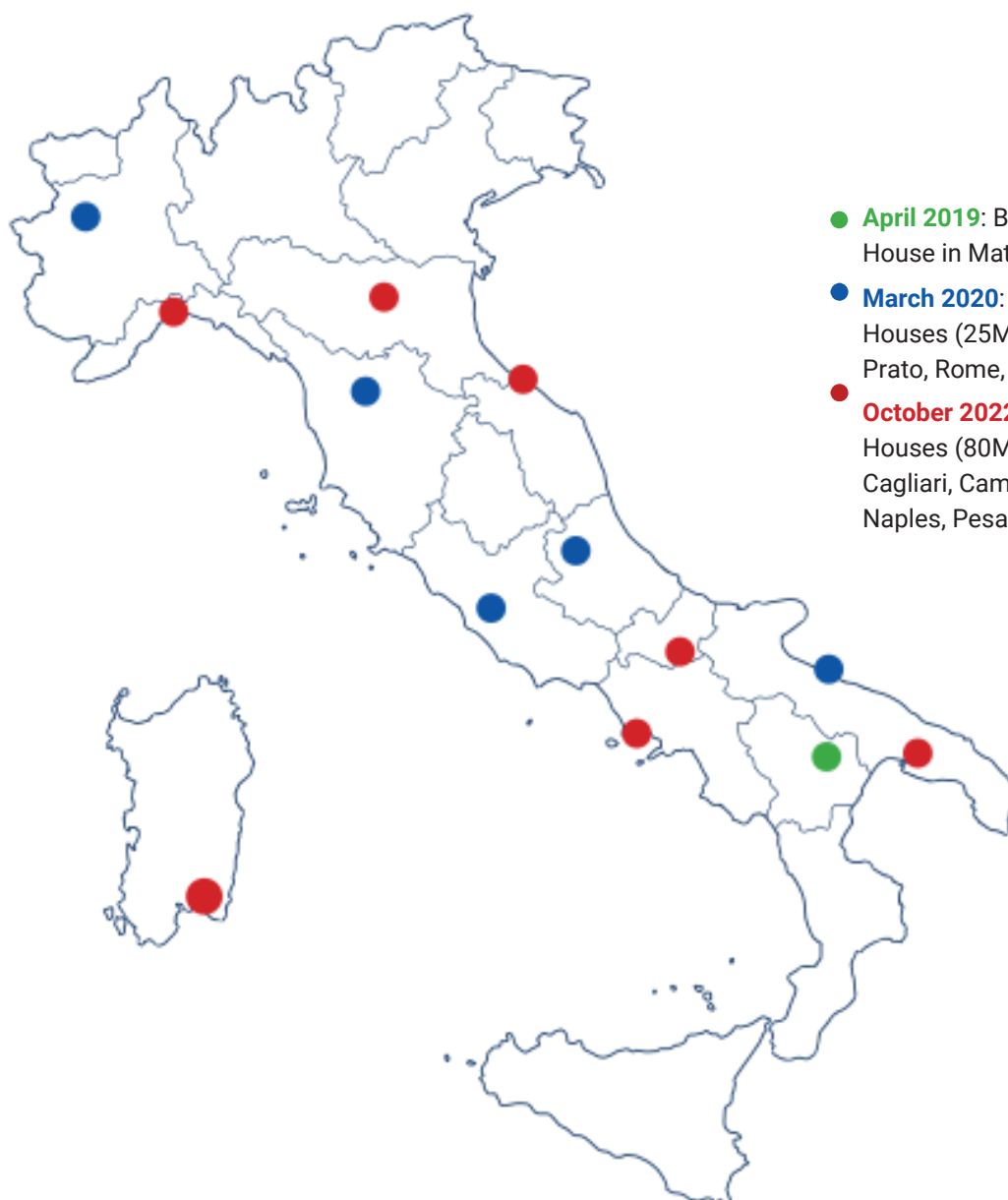
**FSC**  Fondo per lo Sviluppo  
e la Coesione

## 13 HOUSES ACROSS ITALY

The Houses of Emerging Technologies are research, experimentation, and technology transfer hubs focusing on projects aimed at **leveraging emerging technologies to support next-generation networks** funded by the Italian Ministry of Enterprises and Made in Italy.

These hubs specialize in technologies including *Blockchain, IoT, AI, Augmented and Virtual Reality, and Quantum Technology*.

Each House comprises a **multistakeholder partnership** involving the lead municipality, public and private research institution and industrial partners.



- **April 2019:** Building of the first House in Matera (15M €)
- **March 2020:** Call for 5 new Houses (25M €) - Bari, L'Aquila, Prato, Rome, Turin
- **October 2022:** Call for 7 new Houses (80M €) - Bologna, Cagliari, Campobasso, Genoa, Naples, Pesaro, Taranto

## 20+ COMPANIES AT MOBILE WORLD CONGRESS

In the **Italian pavilion**, at stand 7D83 in hall 7, come and meet some of the project **partners and start-ups** and learn about the trials carried out as part of the Houses of Emerging Technologies project.

**Every day you will have the opportunity to meet different companies** and get in touch with innovative solutions in different fields: from *health* to *precisional farming*, from *gaming* to *sensor technology* and *services for smart cities*.

### PARTNER

- AIZOON
- BI-REX
- COMUNE DI CAGLIARI
- COMUNE DI PESARO
- COMUNE DI TORINO
- GREENSHARE
- LINKS FOUNDATION
- SEARCH ON MEDIA GROUP
- TIM
- UNIVERSITY OF BOLOGNA

### STARTUPS

- BILLD
- BONGIZ
- CERBEYRA
- DEEPLAY
- EMAZE GAMING
- G2Q COMPUTING
- GIRASOLE
- NEOSYN
- PINEAPP
- PLANTVOICE
- ROMBO AI
- STENDHAPP
- SWEETSCIENCE
- UNIVERSE
- VERSY



**PARTNER**

# MUNICIPALITIES, UNIVERSITIES, CORPORATES AND ENTERPRISES *SUPPORTING TERRITORIAL DEVELOPMENT*

Alongside the municipalities, which for the first time are the protagonists of innovation in their respective territories, there are universities and research poles, competence centres, large companies, SMEs and innovative start-ups, **working together to support research into emerging technologies**.

Each partner provides its **expertise, laboratories, assets** and the value of its **network** to contribute to experimentation and support technology transfer activities to other companies.

The 13 *Houses of Emerging Technologies* are each structured as **a real ecosystem oriented towards territorial development**. Every actor involved is necessary and irreplaceable in this value chain.

At MWC, several partners will be present to talk about their commitment to the project in which they are involved.



aizoOn is an independent, globally operating innovation technology consultancy supporting its clients in the transition to the digital age, where boundaries between traditional industries and organisations are blurring and business models are changing at an ever faster speed.

It has its own offices in Europe, North America and Australia, but it was founded in Turin in 2005.

The mission is the accompaniment and support of organisations and enterprises in the digital era, bringing technology and innovation expertise and responding to their specific needs with a broad and articulated capacity to intervene on 4 levels: *consulting services, Turnkey Projects, IT Operation and Solutions, platforms and products, R&D projects*.

Contact **Maurizo Poletti**  
Business Development Manager International Market

BI-REX (Big Data Innovation and Research Excellence) is one of the eight national Competence Centers founded by Ministry of enterprises and made in Italy within the *Industry 4.0 National Plan* and with a main focus on Big Data.

A public-private Consortium, born in 2018, has its headquarter in Bologna and gathers in partnership 62 players among Universities, Research Centers and Companies of excellence. BI-REX is the only industry-led Competence Center.

BI-REX is an important aggregation place (of public and private excellence) for issues related to digital transformation and technological innovation, and we intend to strengthen the network between all players involved in digitization, innovation and training projects, with a view to Industry 4.0.

Contact **Alberto Gualtieri**  
Business Development Associate



# GreenShare



Cagliari

GreenShare was founded in May 2013, thanks to the skills of a team of professionals in the Information Communication Technology (ICT) sector.

The mission is to promote sustainable and shared mobility through the development of innovative, efficient and accessible technologies, which are essential to offer a valid alternative to the private car.

GreenShare designs, develops and manages state-of-the-art applications based on advanced infomobility, ticketing and electronic payment systems and supports public transport companies in their digitisation process, with a strategic focus on encouraging their competitiveness in the market.

Contact **Giuseppe Colistra**  
CEO

Fondazione LINKS was founded by *Fondazione Compagnia di San Paolo* – the biggest Italian bank foundation – and *Politecnico di Torino* – prestigious university – in order to have a “tool”, that is to say an institution that operates in applied research, innovation and technology transfer: a bridge between basic research and market.

LINKS has been working for almost 20 years at national and international level and, thanks to the cooperation of around 195 researchers, the Foundation oversees technical-scientific disciplines in digital technology and regional development such as: *Artificial Intelligence, connected systems and IoT, cybersecurity, advanced calculation systems, satellite systems.*

All this is then applied to make innovative projects in many application fields: Industry 4.0, Intelligent Mobility, Agritech, Space Economy, Smart infrastructures, Cultural Heritage.

Contact **Rojin Bayat**  
XR Researcher

Search On Media Group is a company with over 15 years of experience in leading digital, marketing, innovation, AI technologies fields. It proactively operates in the Italian and International landscape with its four business units, each of them with a specific focus but with a contiguous and agile inter-team cooperation.

Search on Media Group is committed in supporting companies in digital transformation enabling the Italian entrepreneurial ecosystem and facilitating its integration with international ecosystems.

Conceived and produced by Search On Media Group, the We Make Future - WMF is an International Fair and Festival on AI, Tech & Digital Innovation. In 2024 the event reached +70,000 attendees and 700 sponsors and exhibitors from +90 countries.

Contact **Tommaso Ruggieri**  
Public Affairs Manager

TIM offers fixed and mobile telephony services and products for communication and entertainment for individuals and households, and supports small and medium-sized enterprises in their path towards digitalisation with a portfolio tailored to their needs.

Cloud, IoT and Cybersecurity technologies are at the heart of TIM Enterprise's End-to-End solutions for companies and the public institutions that support the country's digital transformation by making use of the largest data centre network in Italy, the expertise of Group companies such as Noovle, Olivetti and Telsy, and partnerships with leading industrial groups.

TIM is developing 4G and 5G mobile network and fibre network infrastructure internationally through Sparkle.

Contact **Alessandro Trogolo**  
Technology Partner



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA



Bologna

University of Bologna (UNIBO), is one of the biggest and most active Italian universities in the area of research and innovation. Today the University of Bologna is made up of 31 Departments, 7 interdepartmental research centres and 11 interdepartmental research and/or training facilities.

Inside the project *Houses of Emerging Technologies*, Unibo is partner of CTE COBO and provides spaces equipped with cloud and edge cloud resources and augmented/virtual reality visors..

At MWC will be shown results related to the realisation and operation of software infrastructures for the optimised management of LoRaWAN wireless networks for environmental sensors.

Contact **Alessandro Aimi**  
Postdoctoral Researcher





**STARTUPS**

**HALL 7**  
**STAND 7D83**  
5-6 MARCH 2025

Contact **Nicola Nazareno Pirozzi**  
CEO & Co-founder



Billd is a green fintech startup that provides a disruptive HaaS for digital receipts collecting and analysing Offline Market Big Data through in-house AI model.

An infographic for Billd with a dark background and various data points. It includes: '230 BILLION NO-RECYCLABLE PAPER RECEIPTS' with an image of a man in a sea of paper; '€70' with a Wi-Fi symbol and an image of a receipt; 'WHY US?' with a lightbulb icon and 'EUROPE PATENTED SOLUTION'; '-85% Thermal Printing' with a printer icon; 'APP B2B AI Integrated' with a smartphone showing a receipt; '3 PoC + 210 Customers'; '93%' with 'Offline Market Big Data to collect/analyze' and a data visualization; and a 'Numero cassa' table with two rows of data.

Numero cassa	12,66€
Numero cassa	42,50€

**Billd S.r.l.** Piazza Eritrea  
3 NAPOLI, 80122  
(+39) 3425236602  
info@billd.it  
<https://billd.it/>



Bongiz creates edutainment formats with cartoons at Unesco sites to turn culture into a team game. We value uniqueness, cooperation and problem solving. We want children to fall in love with art and beauty so that they become its active guardians.

**Bongiz srl impresa sociale**  
Via Coluccio Salutati 7  
MILANO, 20145  
(+39) 335 8081045  
bongiz@bongiz.com  
<http://www.bongiz.com>



**HALL 7**  
**STAND 7D83**  
3-4 MARCH 2025

Contact **Mari Luisa Roncaroli**  
CEO

**HALL 7**  
**STAND 7D83**  
3 MARCH 2025

Contact **Carlo Pietro Olivieri**  
Head of Sales



**CERBEYRA**  
your safe digital future

Our unique synthesis of cybersecurity culture and threat intelligence operations is powered by a cloud platform that resides in the Vianova Holding data center, Italy. With our finger on the pulse of the latest threats and vulnerabilities, we're always one step ahead of the game. So why not join us on the cutting edge of security? Let's build your safer future together.

**Cerbeyra S.p.A.** Via Libeccio 48/F  
Viareggio (LU), 55049  
(+39) 058443671  
emanuela.modena@cerbeyra.com  
<http://www.cerbeyra.com>

**DEEPLY**

Founded in 2022 in Genoa, Deepleey is an innovative startup at the forefront of integrating Artificial Intelligence (AI), Computer Vision, and Remote Sensing in the business world. With a focus on Environmental, Social, and Governance (ESG) governance, Deepleey embodies the growing trend of using AI to tackle complex corporate responsibility and sustainability challenges.

**Deepleey s.r.l.**

Via San Lorenzo 15/13  
GENOVA, 16123  
(+39) 3406148933  
gabriele.torre@deeply.com  
<http://www.deeply.com>

**DEEPLY**

Innovating Today for a  
Sustainable Tomorrow.



**HALL 7**  
**STAND 7D83**  
5-6 MARCH 2025

Contact **Gabriele Torre**  
CEO

**HALL 7**  
**STAND 7D83**  
4 MARCH 2025

Contact **Luigi Caputo**  
CEO



Behaveme is a SaaS platform made by Emaze Gaming that allows companies to speed up and automate skills assessment processes through video games.

**Emaze Gaming Società Benefit SRL**  
- Behaveme  
Via Chiatamone, 11 NAPOLI, 80121  
(+39) 3385791040  
caputo@emazegaming.it  
<https://www.emazegaming.it/en/home-english/>

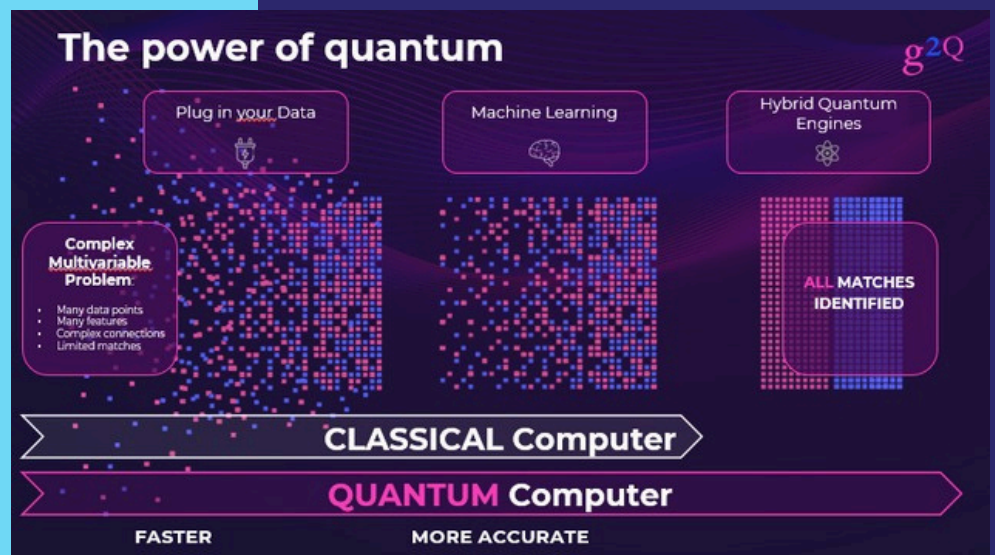


G2Q is a deep tech company specializing in the development of quantum-enabled software solutions to help companies reduce costs, time and get better results. By harnessing the power of quantum computing, we provide innovative tools to tackle real-world challenges across a wide array of industries.

**G2Q Computing**  
Via Agostino Bertani, 2 MILANO,  
20154  
(+39) 3317955104  
ekaterina.p@g2qcomputing.com  
<https://www.g2qcomputing.com/>

**HALL 7**  
**STAND 7D83**  
4 MARCH 2025

Contact **Ekaterina Polyakova**  
CEO



**HALL 7**  
**STAND 7D83**  
3 MARCH 2025

Contact **Mario Soranno**  
CEO



**girasole.farm**

Hardware, Neuro, Smart Agriculture Company

Girasole is a predictive Decision Support System that provides farmers with a simple and intuitive indication. The system comprises sensors placed in the field to monitor the microclimate and soil conditions. The data collected from these, together with weather forecasts and satellite imagery, are processed by our cloud-based decision support software to deliver a simple and intuitive forecast—up to ten days—indicating three levels of risk: low (no risk), medium (caution), and high (infestation risk). Currently in Italy, we are present in ten regions monitoring over 200,000 olive trees.

**Girasole Srl**

Via Italia, 4 MATERA, 75014  
(+39) 3938535943  
mario.soranno@girasole.farm  
www.girasole.farm

 **Neosyn**

Neosyn is a Digital Solution Consulting firm specializing in digital innovation and marketing. We excel in developing web platforms with modern, innovative technologies and programming languages, as well as enterprise solutions leveraging ML, AI and IoT. Among its innovations is Kunst - a platform dedicated to digitizing, enhancing, and managing cultural heritage with cutting-edge technologies - transforms museums and historical sites into engaging, accessible, and sustainable experiences.

**Neosyn**

Corso Duca Degli Abruzzi N 35  
TORINO, 10129  
(+39) 3519553098  
francesco.francioso@neosyn.it  
<https://neosyn.it/>

**HALL 7**  
**STAND 7D83**  
3-4 MARCH 2025

Contact **Maria Constanza Valenzuela**  
Marketing Manager



**HALL 7**  
**STAND 7D83**  
3-4 MARCH 2025

Contact **Nicolò Franceschi**  
CTO



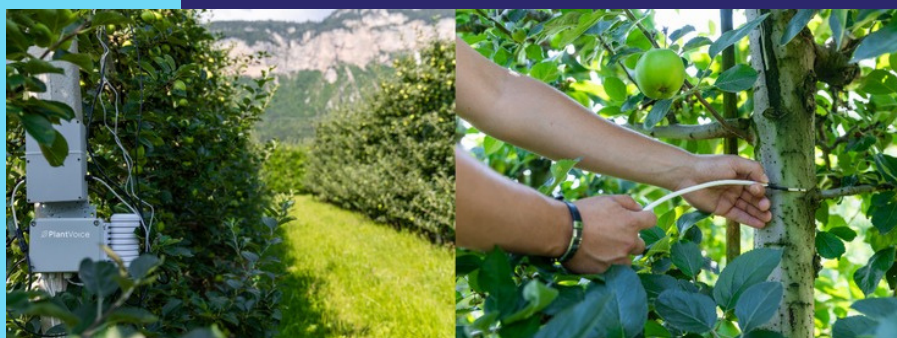
Pineapp Srl is a pioneering Italian company in the AI industry, specializing in the development of cutting-edge knowledge retrieval systems for businesses and enterprises. We pride ourselves on a relentless commitment to innovation and privacy, achieved through our proprietary IntelligenceBox. This advanced edge system empowers companies to harness the power of AI locally, providing secure, efficient, and robust solutions tailored to their specific needs. By integrating AI technologies seamlessly into existing infrastructures, we help businesses enhance decision-making processes.

**PineApp Srl** Via Appia 31  
Imola (BO), 40026  
(+39) 3451302071  
info@pineappsrl.com  
<https://www.pineappsrl.com/>



Plantvoice is an innovative startup revolutionizing agriculture with cutting-edge technology. Our patented biosensors monitor plant sap in real-time, providing precise data on plant health and stress. By integrating AI-driven insights, we help farmers optimize water usage, reduce chemical inputs, and enhance crop yields sustainably. Unlike traditional solutions, we focus on internal plant data, enabling faster and more accurate decision-making. Our eco-friendly, compostable sensors align with global sustainability goals while offering seamless integration with existing digital farming platforms.

**Plantvoice SB**  
Alessandro Volta 13A  
BOLZANO, 39100  
(+39) 3717858006  
info@plantvoice.it  
<http://www.plantvoice.it>



**HALL 7**  
**STAND 7D83**  
3 MARCH 2025

Contact **Gerolamo Dal Lago**  
Business Developer e Sales

# HALL 7 STAND 7D83 5 MARCH 2025

Contact **Andrea Zanda**  
Executive

**Same problem in other sectors:**  
Mining Food and Beverage Medical Manufacturing Pharma

**Solution: LF - NMR + AI**  
NMR Analysis Spectrum Deep Learning algorithm

**MAIN ADVANTAGES**  
 ◆ Crude oil composition in 15 min  
 ◆ ISO/ASTM accuracy = Lab Analysis

**Other approaches:**

	Rombo AI Solution	NIR spectroscopy	Lab Analysis
Hardware and maintenance cost	Low	Low	High
Speed	15 min	15 min	up to 2 months
Personnel	No	No	Yes
Amplitude	Lab Accuracy	Partial	Lab Accuracy
Accuracy and Report quality	Lab accuracy	Low accuracy	Lab accuracy

The same technology can be applied across various industrial sectors where it is crucial to monitor semi-finished or finished products

Looking for industrial partners in:  
 Oil and gas  
 Food and beverage  
 Pharma  
 Medical  
 Mining

contact@rombo.ai



## ROMBO.AI

Rombo AI is a cutting-edge startup revolutionizing chemical analysis through advanced artificial intelligence (AI) and Nuclear Magnetic Resonance (NMR) spectroscopy. Our flagship product, SpectraML, provides an innovative solution for sample analysis. By leveraging benchtop NMR hardware integrated with AI models, we deliver precise, real-time analyses of various materials. This technology reduces laboratory testing times from weeks to minutes, significantly lowering costs and optimizing operations.

**ROMBO AI SRL**  
 Via Adriano Chapelle, 32  
 Elmas (CA), 09067  
 (+39) 3717858006  
 andrea.zanda@rombo.ai  
 https://rombo.ai



Everything we do is dedicated to cultural tourism. The purpose of Stendhapp - a women's company inspired by the Stendhal syndrome - is to leverage digital to increase the awareness and the fruition of the cultural heritage, especially the lesser-known places and events.

Stendhapp creates engaging digital storytelling leveraging Image Recognition and Augmented Reality that reaches to the right target thanks to our AI powered users profiling, and in the right moment, thanks to our geolocated native app.

**Stendhapp srl**

Via Settembrini 52 MILANO, 20124

(+39) 3483505014

fdefinis@stendhapp.com

http://www.stendhapp.com

# HALL 7 STAND 7D83 4 MARCH 2025

Contact **Francesca De Finis**  
CEO and Legal Representative

Up to 10 things to see  
around you  
Selected by our AI



**HALL 7**  
**STAND 7D83**  
5-6 MARCH 2025

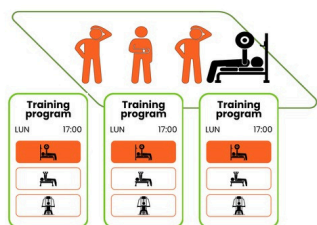
Contact **Pier Luigi Riet**  
Cofounder e CEO

**Dynamis**

The biggest issue with gyms is overcrowding, both for users and owners. SweetScience has developed a solution for both: Dynamis. For users, Dynamis is an app that organizes their workouts so that they don't overlap with other people's workouts and so that there are no more queues at the machines. For owners, Dynamis is the tool that allows them to know exactly what their space and equipment utilization data are, so they can manage the gym in the best way possible.

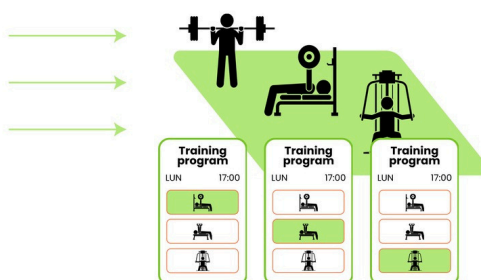
## The Problem

...is not overcrowding,  
**but simultaneous use of the same gym equipment**



## The Solution

...is to plan workouts that  
**distribute people across various equipment!**



**SweetScience SRL - Dynamis**  
Via Sacile 24 Polcenigo (PN),  
33070 (+39) 3345705471  
office@dynamis.fit  
www.dynamis.fit

**universe**  
we are reinventing education

Universe Srl is an innovative startup specializing in AI-powered adaptive learning solutions. Its platform personalizes training paths based on individual learning styles—visual, auditory, or kinesthetic—enhancing engagement and retention. Universe collaborates with leading universities, including La Sapienza and the University of Salerno, and is expanding its research with Oxford University.

### UNIVERSE SRL

Via Matteo della Corte, 15  
Cava de' Tirreni (SA), 84013  
(+39) 3938774513  
ceo@universe.training  
<https://universe.training>

**HALL 7**  
**STAND 7D83**  
6 MARCH 2025

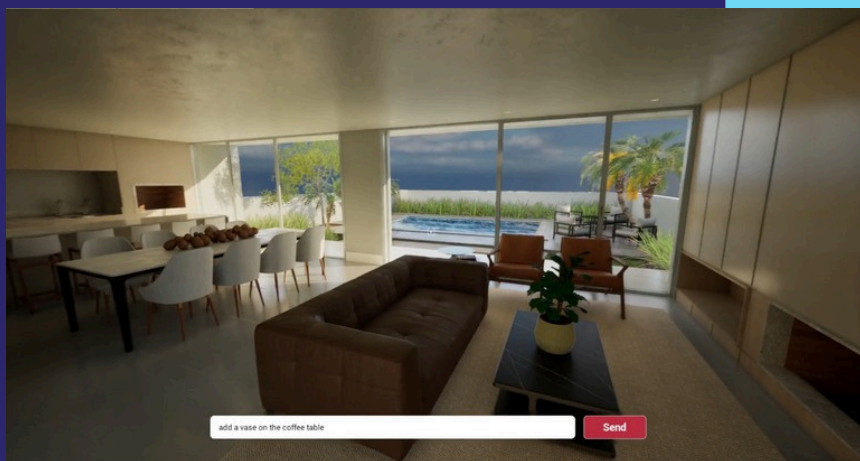
Contact **Emanuele Pisapia**  
Executive





**HALL 7**  
**STAND 7D83**  
5-6 MARCH 2025

Contact **Piero Fioretti**  
CEO



Selling off-plan properties is a challenge: traditional methods (blueprints, static renderings, physical models) rarely convey a project's true potential. Buyers need to "experience" the space before it's even built. Versy offers a powerful solution: immersive virtual tours that let clients explore every room, customize finishes, and rearrange furnishings—all within seconds with AI. Our technology transforms simple floor plans into interactive 3D environments, boosting buyer confidence and speeding up decision-making.

**Versy srl**  
Via Cavour, 5 Altopascio, (LU), 55011  
(+39) 3488241998  
info@versytechnologies.com  
<https://www.versy.ai>



**Ministero delle Imprese  
e del Made in Italy**



**FSC**

Fondo per lo Sviluppo  
e la Coesione