



PRESS RELEASE

**THE MINISTRY OF ECONOMIC DEVELOPMENT APPROVES THE
PROJECT “*CATCH 4.0 AN INTELLIGENT CONSUMER -CENTRIC
APPROACH TO MANAGE ENGAGEMENTS, CONTENTS & INSIGHTS*” WITH
THREE-YEAR CONCESSION DECREE in favor of ITHEA s.r.l.
university Spin-Off of the RELATECH S.P.A. GROUP**

Develop Methodologies, Techniques, Architectures, Software Solutions based on **Advanced AI Technologies, Machine and Deep Learning**, which then allow the creation of an **Innovative Platform** capable of managing large data flows from multiple contexts at high frequency of production and variation in order to make analyzes and forecasts useful for new forms of **Customer Engagement** and **Customer Satisfaction**

Milan, July 30th 2020

Relatech S.p.A., *Digital Enabler Solution Knowledge (D.E.S.K.) Company* and innovative SME listed on AIM Italia market (Ticker: RLT), communicates the approval with the Decree of Concession by the **Ministry of Economic Development** of the research project "***Catch 4.0 - An intelligence Consumer-centric Approach To manage engagements, Contents & insights***" proposed in the national operational program "*Enterprise and Competitiveness*" 2014 -2020 FESR.

Ithea s.r.l., a company born as spin-off of the University of Calabria and today part of the Relatech Group, focused on R&D in the field of the most advanced and innovative ICT technologies, on 30 July, received the communication of **having obtained from the Ministry of Development Economic (MISE)** the Concession Decree for the launch of the Industrial Research project called "*Catch4.0*".



The Project, proposed in collaboration with the leading companies Jakala S.p.A. and Subcom S.r.l., has the aim of "*Studying new methodologies, techniques, architectures and software solutions capable of playing an enabling role for the creation of an analysis platform and forecast applied to customer engagement and customer satisfaction, through which to experiment with new opportunities for using data flows from multiple contexts with high frequency of production and variation.*"

Within the project, **lthea** will develop an **innovative Customer Engagement platform** which, through the use of *advanced A.I. algorithms* and, in particular, of **deep learning**, both capable of generating an automatic enrichment of digital content and the automatic generation of metadata on complex data catalogs composed of a combination of text, images, audio and video, with the aim of generating particularly effective recommendations based on the user profile.

To develop its part of the project, **lthea** will count on its skills in the field of frontier digital technologies, the Digital Enablers, and will rely on the advice of its scientific partners who, for this project, are the ICAR-CNR and the Center of ICT-SUD competence.

On the occasion of the "*Catch4.0*" project, **lthea**, thanks to its skills in **Big Data analytics, IoT** and **Augmented** and **Virtual Reality**, will collect and analyze in real time heterogeneous data sources from different devices (wearable, driverless cars, smart objects,), in order to extract information, will take care of profiling the customer through the most modern **Machine** and **Deep Learning** techniques, activating engagement strategies and predictive models through the advancing potential of **Artificial Intelligence**.

Based on its knowledge of **AR/VR** technologies, **lthea** will experiment with new models for the use, distribution and management of augmented content through immersive technologies and digital content *on demand* through *distributed ledgers*, for the management of digital rights and *messaging* and *reviewing*.

A **Blockchain**-based infrastructure will also be developed for the certified management of the rights to use digital content on demand, and the certification of the reputation of reviews issued by users, all using **Distributed Ledger**.

The project has a total duration of three years (36 months) with a total eligible cost of **€ 4,292,331.26** which will be borne by the partner companies during this period. The eligible research and development costs that will be borne by lthea amount to **€ 1,644,700.00**.



Pasquale Lambardi, President and CEO of Relatech, comments *"We are very satisfied with the approval of Catch4.0: it is another confirmation of the validity of the research projects of the Relatech Group which, thanks also to the collaborations with qualified partner companies and to the our scientific ecosystem of university spin-offs, universities and research centers, are valid and innovative, worthy of approval and support from the PA, in this case, from the Ministry of Economic Development."*

*"The digital revolution - **Pasquale Lambardi continues** - has completely changed the dynamics of communication and engagement with the customer, offering new communication opportunities while a new centric customer attitude is emerging. The amount of data that can be obtained from digital devices and from the web is infinite. And this is why it is necessary to develop new engagement strategies by exploiting the possibilities that the analysis tools offered by the recommender systems make available and using modern frontier technologies Digital Enabler, such as Cloud, Big Data analytics, Machine Learning, Internet of Things . We believe it is possible to manage and optimize heterogeneous data flows and have a wealth of information capable of fueling marketing and sales dynamics based on new strategies."*

*This project - **concludes Pasquale Lambardi** - sees Relatech invest again in research considering this activity one of the fundamental assets of our business. An activity that allows us to always be innovative and to experiment with new technological frontiers. And catch 4.0 will be an opportunity for another strand: extend its functionality to **"smart working" Platforms** with the possibility of viewing the interactions and defining and monitoring the tasks, using distributed ledgers for assigning and verifying releases with management of the digital rights of the activities carried out. **Smart working environments** will allow you to manage ICT activities in a new way, will design mixed factories (physical and virtual) managed as if the presence of employees was physical. New features will be implemented in our digital and cloud-based platform RePlatform. **The future for us is already today.**"*

This press release is online at www.relatech.com (Investor Relations/Press Release section) www.emarketstorage.com.

Relatech (ticker RLT ISIN IT0005371874), Digital Enabler Solution Knowledge (D.E.S.K.) Company, listed on AIM Italia since June 2019, is present on the market with innovative solutions dedicated to the digital transformation of companies. Relatech is an innovative SME focused on customers looking for the most innovative solutions, becoming a strategic partner for digitization and ICT services. Relatech constantly invests in Open innovation with an extensive R&D activity carried out internally and numerous partnerships with the main Italian Universities and research centers. Thanks to its digital platform and cloud based RePlatform, it provides services and develops innovative digital solutions in frontier technologies of Digital Enabler, such as Cloud, Cybersecurity, Blockchain, Big Data, Machine Learning, Artificial Intelligence, Internet of Things.



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