



PRESS RELEASE

XONNE, A RELATECH GROUP COMPANY AND INNOVATIVE SME, LEADER IN VIRTUAL AND AUGMENTED REALITY SOLUTIONS, HAS DEVELOPED THE APP *MUSEO DIGITALE DIFFUSO DEL CICLISMO* WITH THE PATRONAGE OF RAI, GAZZETTA DELLO SPORT GRUPPO RCS AND FEDERAZIONE CICLISTICA ITALIANA

Milan, 28th August 2020

Relatech S.p.A., *Digital Enabler Solution Knowledge (D.E.S.K.) Company* and innovative SME listed on AIM Italia market (Ticker: RLT), announces that, today, on the occasion of the start of the [**Giro d'Italia Giovani Under 23 2020**](#) (8 stages from 29 August - 5 September), the mobile and web application *Museo Digitale diffuso del ciclismo* (translate in Widespread Digital Museum of cycling) developed by **Xonne S.r.l.**, a company of Relatech Group and innovative SME leader in **virtual** and **augmented reality** solutions.

Relatech thanks to its **digital** and **cloud-based platform RePlatform**, and Xonne, expert in innovative applications for the **Digital Customer experience**, have created the App *Museo Digitale diffuso del ciclismo* under the patronage of **Rai S.p.A.**, **Gazzetta dello Sport gruppo RCS**, **Federazione ciclistica italiana** and with the support of the **Istituto Luce**.

The app, available from today for both the Android and iOS systems, is born from the desire to disseminate the history of cycling as an integral part of the Italian cultural heritage and to tell it through the territories, routes and protagonists.

The app, based on modern frontier technologies **Digital Enablers**, such as **Augmented**, **Virtual** and **Mixed Reality** and **IoT**, allows the user to explore the Italian epic of cycling through extra content. In fact, through the modern geolocation systems present in the app (downloadable map gpx system), the user retracing the routes and racetracks that have made the history of cycling, can access confidential and experiential content in augmented reality, such as a market videos, photographs, interviews with the champions of yesterday and today, unpublished articles and insights belonging to the private libraries of cyclists and to the RAI archives, Gazzetta dello Sport RCS group and the Italian Cycling Federation.



Modern Digital Enabler, VR and AR technologies become fundamental to expand and enrich the user experience, making it unique and interactive through gamification techniques.

The app, in addition to wanting to safeguard the historical heritage of cycling by digitizing and cataloging it, takes on added value in terms of promoting corporate museums and territorial marketing for national tourism by rediscovering the micro-territories of Italy through the lens of cycling.

Silvio Cosoleto, Vice President of sales Relatech, comments: *"The project of the **Museo Digitale diffuso del ciclismo** , in addition to having a high value for sport, cultural and media importance that an event like the Giro d'Italia implies, represents for us the strengthening of the synergy between Relatech and Xonne, aimed to the creation of innovative digital solutions for the **customer experience**. The one with Xonne is a real industrial partnership that allows the Relatech Group to increase its skills in the **AR, VR, IoT** field and to offer custom-centric solutions and applications that aim to make the user 360 ° augmented experiences through the use of modern Digital Enabler Technologies. We believe that the digital museum project is a highly innovative idea that fully exploits the potential of augmented reality and that through our **digital** and **cloud-based** platform **RePlatform** it can be verticalized in different market sectors, first of all that of cultural tourism and museum, but with a strong affinity also towards the retail and industry world on a large scale. We are very proud to have contributed with our skills as a Digital Enabler Solution Knowledge Company to the development of a project of national importance such as the Giro d'Italia Under 23."*

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

Relatech (ticker RLT ISIN IT0005371874), Digital Enabler Solution Knowledge (D.E.S.K.), 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.

Xonne S.r.l., born in 2011 and based in Parma, deals with the development of solutions and applications dedicated to the mobile, web, virtual & augmented reality world. Thanks to the proven skills, the company creates customized



communication plans for each mobile / web project, based on the study and analysis of the functionality, graphic interface creativity, application development (iOS, Android, Windows Phone) and publication on the stores, with the aim to create the optimal mobile promotional solution. Xonne uses augmented and virtual reality technology to create innovative and emotional mobile solutions by creating: interactive AR catalogs; usability of classic 3D modeling functions (allowing App users to interact with displayed objects by "touching them with their hand" by rotating, zooming in, zooming out); live brochure AR; AR 360 ° immersion (integration of the advanced technological function of the AR 360 ° immersions, allowing the person to simulate his visit within this 360 ° environment by navigating the space with the device or with AR glasses).

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