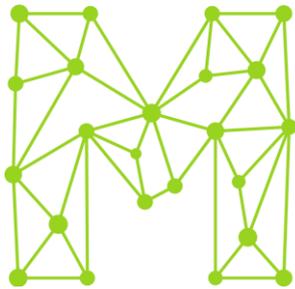




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MediaSoft s.r.l.

Company Curriculum

www.mediasoftonline.com

v. October 2020

Mediasoft S.r.l.

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WHO WE ARE

MediaSoft is a company operating in the information technology and Information and Communications Technology sector, with a wealth of skills ranging from software engineering to digital graphics, and from communication to computerized document management. As part of our software design and implementation activities, MediaSoft makes use of a network of collaborators mostly made up of senior engineers. Their combined experience allows them to independently design, build and manage web portals, applications for the administration of institutions public or private, information systems for e-government, websites and systems for e-commerce, collaborative 3D environments (both civil and military), reconstruction of 3D environments with data from different types of sensors, software interfacing with sensors, optical and infrared detectors, statistical dashboard systems, and command and control panels (also in 3D). MediaSoft is also able to design and develop expert systems capable of self-learning, drone management systems, indoor geo-positioning systems, and more.

MediaSoft, while participating in both civil and military projects, has acquired skills in the design and implementation of systems in the field of positional recognition with data from infrared sensors. Such data feeds reconstruct 3D environment (in real time) interfacing with software modules that support expert systems capable of self-feeding and activating actions/responses in an evolutionary way, learning from the "history" of the information collected over time.

MediaSoft is also an expert in augmented reality environments that allow you to "mix" information from the real world via sensors, webcams, etc. and reconstruct it in dynamic 3D and 2D environments (in real time), and can sometimes provide the option to compare them with data from different external sources.

Our skill set also includes the conception, design and creation of multichannel and multimodal systems that allow you to acquire and present information using different user interfaces such as web, mobile, etc. with the help of powerful graphic and textual dashboards. For example, these are useful for tactical and visualization systems or command and control panels, with the help of augmented reality technologies.

These skills are deployed by highly qualified professionals with decades of experience specialized in the digital graphics sector and by experts in the field of science communication and multimedia publishing. Thanks to this repertoire of skills and professionalism, MediaSoft can move freely within the IT and telematic sector, offering our clients complete control over each project in its various phases: from design to development, from testing to administration, and ongoing maintenance. The full integration between professional profiles also guarantees the development of systems, applications and interfaces that optimize the man-machine relationship and the usability of products and services, minimizing the technological and linguistic barriers that sometimes limit the ability to take full advantage of IT resources.

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MediaSoft has already created services and products for a large number of clients located all over the world. Among the most prestigious Italian companies are Asus, Deloitte, Costa Crociere, and Bull-Italia. Alongside these are companies and institutions based in Canada (Intrawest Corporation - Vancouver), United States (Early Impact - Los Angeles, San Francisco), Mexico (Kuierovortex - Puerto Vallarta), Great Britain (InfoBe - London), Spain (ITLoco - Lasislás), Romania (Sigma - Enkreinve) and Hungary.

In addition to collaborations and productions made for third parties, MediaSoft boasts a wide range of products ranging from "turnkey" web portals focused on a specific topic, and which can be configured to meet specific user needs, to more complex solutions.

The location of the MediaSoft headquarters in Galatina, in the province of Lecce, has influenced the direction taken on several occasions during the growth of the company. Galatina also has strong ties with the local territory.

On January 1, 2009 a new operational headquarters was opened in Rome, in the prestigious setting of Piazza del Popolo, in order to facilitate contact and exchanges with national and international organizations and companies.

In February 2016 an office was opened in Verona at Verona 311. MediaSoft is part, with 15 other companies, of the Innovation Ecosystem in Verona. Here we deal with IoT, Augmented Reality, FabLab, Digital, Social Innovation, Education, and Communication.

MISSION

MediaSoft employs all its resources of creativity, enthusiasm and know-how in order to generate value for the customer by increasing the level of satisfaction by improving our solutions and level of productivity.

We deeply believe that the development of software and technological platforms should not only be limited to the simple "manufacture" of software, but that the development can give rise to a new fruitful awareness of being able to improve production processes that have a measurable and weighted ROI.

This is our philosophy: we consider ourselves to be Software Engineering "tailors", and our company is an ideal hub of innovation, in which, through targeted consultancy and understanding linked to every single client (User Centered Design), we are able to provide the engineering solutions in a reasoned way.

We also believe that the use of specially designed and implemented technology platforms, designed to solve problems related to production processes, brings profound satisfaction.

MediaSoft believes that this high level of satisfaction can arise from products and services that go beyond the expectations of clients, who can, through their use, spread enthusiasm and a new awareness: the

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technology and the products related to it are not sterile tools, but an essential means and “companions” for achieving the pre-established business targets.

VISION

Our vision can be recognized, through the marketing of some of our products, as a point of reference for the future of the sector.

We will create added value for our clients by improving the standard cost in terms of quality, cost efficiency, and operational excellence. We will be known for quality, technology and product development. We will work using best practices in a Total Quality system.

We will be able to understand the needs of our client who will not be our counterpart, but an integral part of our design and development processes. We will forge strategic alliances with clients and suppliers and have significant interactions with the end user.

We will be able to be competitive in the phases of expansion and contraction of the market.

OUR VALUES

Any activity within the company is carried out in accordance with our values which are based on a relationship of trust with all corporate stakeholders: employees, collaborators, clients, and suppliers.

Company's strategies and priorities are shared with employees and collaborators through a clear communication of our vision, our values, and of our goals. We manage people through clear expectations of behavior and explicit goals. What sets us apart is a culture of positive attitudes, of discipline, of the pursuit of excellence, of commitment to achieving results, effective time management, goal setting, and monitoring. The evaluation of results is considered a key aspect of the work of each one of us. Executives, technicians and employees are provided with both formal and informal feedback. The ability to manage projects is a basic skill for our staff. Empowerment, initiative, teamwork, learning, and organization are the ways in which we ensure the company's flexibility and ability to change.

With regard to clients and suppliers, we aim for maximum transparency by outlining with them a common path in mutual respect and addressing issues and problems in a constructive manner. We prefer long-term success rather than short-term gain.

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OUR INNOVATIVE SKILLS

Our innovative skills are demonstrated both in terms of technological innovation and in terms of methodological and organizational tools, capable of providing a structured approach to all internal company processes, and in relations with stakeholders.

Thanks to greater technological innovation than our local and national competitors, we will maintain the technological gap that keeps us at the top. Our processes are flexible and will support the continuous improvement of the quality and effectiveness of our productions. We have innovative ways to stay close to our clients and suppliers, to hear their requests, to consider them as partners with whom to carry out projects, and not limiting ourselves only to sales and supplies. We will develop a continuous improvement process and we will be able to offer a tailor-made service for our key clients. We have good tools to "listen to the market", to anticipate trends and opportunities. We will make the best use of the skills and intelligence of each employee that we will involve in future improvement processes. We will use a positive approach to change and improvement, combining rational planning and, in some cases, real transformations.

These are the values that guide us in pursuing the goal of being among the leaders in the field of software engineering, hence our creed and motto "engineering imagination".

OUR STORY

MediaSoft was created in 2007 from the great desire of its founder, Eng. Stefano Santo Sabato, who saw in this company the natural continuation of his desire to innovate in the field of ICT by enhancing the skills and potential present in the area.

MediaSoft has worked from the beginning on both products and projects, thus managing to reflect within the various products the skills acquired while on the projects. Retracing the most important stages in the history of MediaSoft, one of the first projects was Cercaturismo.it, a national tourism network focused both on the offer of services to companies operating in the sector (from accommodation facilities to tour operators), and on information on tourists interested in Italy. Among the most important initiatives carried out by Cercaturismo.it is the "Special Parks", created in collaboration with the managing groups of thirteen protected areas including the Majella National Park, the Cinque Terre National Park and the Marine Protected Area of Portofino. Also fundamental are the partnerships with ParksMania, the club that brings together Italian amusement parks, QCNS Cruise, a leading company in Europe in the booking and sale of cruises, and the collaboration with local theaters and museums in which some of the most important Italian Institutions participated. 2010 was the year of the agreement with Google which allowed Cercaturismo.it to distribute a few thousand free coupons for the Google AdWords program.

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In February 2007 MediaSoft launched One Click Support, an innovative system that is configured as a platform for the management of customer care services on the network through text, and audio and video conferencing channels, for the benefit of companies located all over the world. The system has been successfully analyzed by the experts of "District PMI", the reference portal for small and medium-sized Italian enterprises, and by the editorial staff of Week.it, a well-known Hi-Tech information periodical. The reviews highlighted the revolutionary character of One Click Support compared to traditional customer support services.

During 2008, MediaSoft, in addition to collaborating in various projects with companies of national and international caliber, successfully launched two new products aimed respectively at real estate agencies and insurance agencies (IMS web-based system). The first project, One Click House, represents a flexible and complete management system for the most common activities within a real estate agency, complete with organizer, management of a webmail user base, and much more.

Hybrid desktop and mobile system, Ubiwork, allows the monitoring, management and multimedia documentation of maintenance carried out by intervention teams, all in real time and relying on innovative but proven technologies such as GPS, palmtops and barcodes. In February 2010, Ubiwork was awarded the prestigious title SMAU ICT INNOVATION 2010 in the Mobile & Wireless category, thanks to the fruitful collaboration between MediaSoft and Alba Service S.p.A.

In 2011, the GISC project was developed. Created during the collaboration with the social and health districts of Gagliano del Capo and Poggiardo on the decision of the General Director of the Lecce ASL. It is an expert system, equipped with a powerful statistics engine, based on data warehouse systems that allow constant monitoring of the patient suffering from heart failure post-emergency, and that allows the sharing of observed data among the various members of the medical team in order to have an immediate reaction in case of changes within the parameters. The project was also studied by cardiologists at the University of Padua, and in 2016 the first results (in economic terms and mortality reduction) obtained by the ASL in which it was used were published in the local and national press.

In 2012 MediaSoft launched two important new products: MyHotel and Manutengo.

MyHotel is an innovative and complete management software for accommodation facilities. Easy and simple to use, thanks to the intuitiveness of the graphic interfaces, it has been designed to meet the multiple needs of different types of accommodation facilities to guarantee a simplified integral control, thanks to the presence of numerous functions, such as the management of reservations, rooms, services, costs, operators, offers, price lists, yield management, and billing. From Online Booking, to the registration of new reservations, to the management of price lists and associated services, the MyHotel Management Software is able to ensure reliable support from Check in to Check out of each Customer while managing every aspect of the stay: notes, billing, online payments, sending of electronic C59 form, and statistics.

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Manutengo is a web platform for managing the maintenance of various types of systems (lifts, boilers, etc.). This platform allows the management of ordinary scheduled maintenance, the management of technicians, and requests for intervention received from customers. A complete management software that allows you to convey information on these interventions, also for accounting purposes, with the ability to manage contracts, estimates, and invoices. In the extended version it also provides a mobile app and tablet supplied to technicians for direct and real-time interconnection with the central system.

MediaSoft has a great passion for music as well, and on June 23, 2012 we launched a chain of events on the theme "Music and Technological Innovation", which had the opening concert with the Gipsy Jazz Project in the beautiful setting of the Castello de Monti in Corigliano D'Otranto.

In 2013, the KissHealth project took shape. It was financed by MIUR, of which MediaSoft is the only technological partner. As part of the project, MediaSoft created the innovative prototype of a markerless system for postural stabilometric analysis using the MicroSoft Kinect as an acquisition device. The project results were presented at international scientific conferences and at the SMAU in Milan in 2014.

2014 was a year full of experiences for MediaSoft. We presented SantaCroce Kids by deploying our skills in the field of Augmented Reality in an App that guides children, through collaborative games, to discover the beauty of the Basilica of Santa Croce in Florence. In May of the same year, the "Twenty Thousand Leagues Under the Sea" app, published by MUBO and developed by MediaSoft, was presented at the Turin International Book Fair. In June, the first field tests of a system completely developed by MediaSoft were carried out, both in terms of hardware and software, for the monitoring of environmental parameters conducted through an ad-hoc Wireless Sensor Network.

In 2014, partnerships were formed with ASUS through the implementation of the StayAlive project, which aims to entertain and at the same time monitor the elderly in nursing homes through the use of tablets. Also, the Genoa Aquarium App was presented.

In 2015, the Megalithic Puglia project was presented. It is an Augmented Reality application used to rediscover, with the help of expert tour guides, the historical and cultural heritage linked to megaliths in Puglia through an innovative collaborative cultural visit. Also, in 2015, the MediaSoft drone, an eight-propeller multirotor drone assembled in the MediaSoft mechatronics laboratories, began to come to life, integrating, in addition to the primary flight system, the stereoscopic and thermographic vision subsystems in constant remote connection with the ground control station. That same year, from the partnership between MediaSoft s.r.l. and Progetti & Sistemi s.r.l., HandApp Wine was launched, the new mobile application that supports communication and the business of wineries by promoting a direct line between wineries and points of sale. It is a work tool for agents and distributors, as well as a quick search method for the wine-loving customer, all in a single app.

At the end of 2015, the English language was set as the default for the website www.Mediasoftonline.com in order to reach international users.

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In 2016, MediaSoft, in partnership with Edulife, launched the app developed for Riello. The app guides the maintenance technician, through augmented reality techniques, in inspecting the boiler and in solving the problems highlighted by the diagnostic system.

In May 2016, MediaSoft entered into two important partnerships. In fact, the partnership with Asus is announced in which MediaSoft, together with Help! Computer, became coordinator of the working group in which new generation solutions that fully exploit the potential of Asus hardware and state-of-the-art software technologies in order to help create a society in which digital tools can really improve the life of man. Furthermore, MediaSoft was the technological partner on a project born out of the collaboration between Sapienza - University of Rome and the University of Bologna. It aims to test the efficiency of the VOR (VHF Omnidirectional Range) aeronautical navigation system, commonly used by aircraft, beyond its traditional operating limits, to verify its operating conditions in the stratosphere aboard the BEXUS stratospheric balloon at an altitude exceeding 22 km.

During 2017, Mondadori adopted the LiveEngine application for collaborative augmented reality for its magazines including "Giallo Zafferano", "Chi", "Donna Moderna", and "Focus Junior" with the aim of enriching the contents of its magazines and improving the reader experience. In the summer of 2018, the LiveEngine application was chosen to bring augmented reality to the summer magazine "Per Gioko" aimed at younger readers.

In 2019, after the experience of LiveEngine, Mediasoft launched Moments, the first collaborative augmented reality platform dedicated to professional photographers and their clients. The same year, the BFC Media group also chose LiveEngine to add augmented reality to its Cosmo and Forbes magazines.

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EXPERTISE

WEBSITE PORTALS

We specialize in the design and creation of professional web sites, portals, and high-quality e-commerce systems with expertise in the design and ergonomics of graphic interfaces and navigation (User Experience). The experience of MediaSoft allows us to offer professional 360 ° solutions for the corporate presence on the web through the design and development of sites and portals. We provide consultancy, design, and implementation of web applications that turn out to be real professional work tools for our customers based on the internet or corporate intranet. Such applications often need to work and perform very complex data extrapolations both in terms of quality and quantity, and MediaSoft is an expert in the design and sizing of databases based on the most modern technologies.

WEB, MOBILE AND WIRELESS

MediaSoft has been operating for years in the software development sector at all levels. Our strength is the ability to connect hybrid solutions involving the web, mobile, and so on. We are experts in the design and implementation of very powerful multichannel systems. From this expertise, important products such as Ubiwork were born, which demonstrate the professionalism and quality of our solutions and products.

AUGMENTED REALITY

MediaSoft has been working for years in the design and development of augmented reality applications. Our strength is the multidisciplinary nature of applications ranging from museum applications, to training-oriented applications, to applications for tourism. MediaSoft accompanies the customer in identifying their needs and builds the application tailored to him.

COOPERATE COLLABORATION SYSTEMS

MediaSoft designs and builds efficient business collaboration tools and solutions, capable of creating the virtual equivalent of having all participants in the same room, at the same time, to examine the same data. In a time when team members, partners, and suppliers are increasingly located not only outside a single office, but also around the world, efficient collaboration tools are required both to centralized storage of product data and as means of plurilateral sharing. The social networking and Web 2.0 features (for example, communities) hold multiple collaboration potentials for business users, as well as having already transformed the way consumers interact.

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EMERGING TECHNOLOGIES

MediaSoft has gained experience in the field of LARS systems (Low Altitude Remote Sensing) that deal with proximity or low altitude remote sensing. We have the experience and know-how to take care of both the hardware and the software of remote sensing drones. In particular, we can combine different sensors (HD stereo camera, thermal camera, infrared camera) thus equipping a drone capable of acquiring data in flight in order to perform the detection, analysis, and diagnostics of the structural integrity of bridges, viaducts, and tunnels for railways and highways.

WEB MARKETING

MediaSoft, thanks to our training and experience in the field of web marketing, is able to guarantee recognized professionalism and skills, aimed at obtaining a better survey, web marketing analysis and reading of websites by search engines. Thanks to the SEO & SEM certifications acquired over the years, we are guaranteed to obtain the best detection, analysis, and reading of the website by search engines.

DIGITAL IDENTITY

MediaSoft is able to design and implement or integrate systems for the management of the life cycle of digital identities by developing processes of assignment that may concern access to the corporate intranet or the email account.

3D APPLICATIONS

MediaSoft designs and develops 3D applications of different types (based on the use of 3D graphic engines), ranging from simple visualizations to complex simulations and up to augmented reality applications. Based on the use of 3D graphic engines, you can interactively navigate in a virtual environment or visualize an object by changing its configuration, finishes, materials and shapes in real time to reproduce its kinematics, and to program complex logic for simulations.

THE INTERNET OF THINGS

MediaSoft is able to provide complete solutions for the IoT that include both the programming of the hardware that allows to equip "things" with sensors, intelligence and logic, and the software solutions suitable for acquiring and interpreting the data being collected.

Among our expertise related to the IoT, MediaSoft provides indoor positioning solutions useful in different application contexts. These solutions make it possible to identify, with a good level of approximation, an

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individual within an enclosed space. We have a range of different types of applications from museum ones that allow you to locate a subject within a museum, to applications useful in the medical field that allow you to keep an eye on a subject inside a structure by using special wearable devices that monitor their minimum vital parameters.

BUSINESS INTELLIGENCE AND DATA WAREHOUSE

BI applications are decision support environments for analyzing and manipulating strategic information. They involve the main company functions, supporting the processes and guiding the management both in strategic planning and in the management of operational processes.

MediaSoft's skills include the main BI tools, from Data Warehouse solutions to the definition and construction of scorecards and dashboards, as well as the development of multidimensional analysis OLAP systems, and up to the development of query and analysis reports.

We make information available to the various business decision makers in an efficient and dynamic way in order to use the data present in the company for business development, cost reduction, and revenue increase.

The analytical and methodological skills, the knowledge of market leading platforms combined with the experience gained in the reference sectors, represent the real strength of MediaSoft's offer in the Business Intelligence field.

BIG DATA AND MACHINE LEARNING

Big Data, in itself, are often disordered data sets that are stationed on the cloud or on the servers of companies and organizations. Before you can use them, you need to reorder them. Once rearranged, it is essential to be able to analyze them. To study the data, you need algorithms able to categorize them by creating forecasting models capable of explaining what will happen in the future. The combination of data and algorithms underlies machine learning which is the engine driving the value behind Big Data.

The skills that MediaSoft holds in the sector make it possible to create those mathematical models necessary for the processing of data. We identify the items that will become the essential elements, and then this is where Big Data comes into play: the more data you have, the more varied the sources of origin, the greater the chances of "training" the computer and teaching it to learn in the most accurate way.

Mediasoft has invested a lot of its resources in the acquisition of expertise on machine learning because it finds the implications of adopting these methodologies on many application sectors to be extraordinary. This

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methodology helps to do more in less time, to abandon repetitive tasks, and to focus on what makes us truly human: building relationships and designing strategies.

SEMANTIC WEB

MediaSoft staff possess strong skills related to the domain of the semantic web, the set of information technologies thanks to which a computer can autonomously "qualify" information with attributes (Taxonomies, Tags, Ontologies, etc.). These contextualize and enrich the meaning, allowing the computer to automatically make relevant connections without direct textual links.

The Semantic Web is a new way of conceiving internet sites that can describe things so that computers can understand their meaning and make them available to users more quickly and effectively.

Through the Semantic Analysis techniques, MediaSoft is able to retrieve information from the web or from any type of repository (textual, relational, NOSQL, etc.). Through the interpretation of the data that enriches them and the relationships between them, we are able to describe them in such a way that the software understands them and re-proposes them in a logical and consistent way.

NEURAL NETWORKS

MediaSoft has designed and developed decision and control systems based on the use of Neural Networks. The use of static and dynamic neural networks allows the system to respond autonomously to environmental stimuli. Furthermore, neural networks gradually learn from the interaction with the environment itself. Analysis techniques based on neural networks make it possible to draw inferences from the observation of past history and to predict future failures, continually correcting the prediction errors. For this reason, MediaSoft has successfully used neural networks in various projects where a probabilistic approach to problem solving was required.

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PRODUCTS

There are numerous products that MediaSoft has released over time. Those of greatest interest are listed below:

COLLABORATION TOOLS

These are tools designed specifically to encourage collaboration between business teams regardless of company locations.

MOBILE APPS

These are apps to be used on mobile devices. Some of them are associated with a web tool able to manage the contents.

MONDADORI AR + GROUP



The Mondadori Group has chosen to offer its readers a new way to interact with the new Giallo Zafferano magazine (already well known thanks to the Blog of the same name). To do this, it adopted Mediasoft's Livengine augmented reality platform, and thus the Mondadori AR + Group App was created and made available on the Apple Store and Google Play store. From the success achieved, three other magazines join the project: Chi, Donna Moderna and Focus Junior. The App allows users to enhance the pages of magazines with various types of content, prepared (in total autonomy) by the editorial staff, who can expand the journalistic offer with slideshows of photos, videos and more. Subsequently, various collaboration features are introduced with the aim of making users interact through challenges: real games based on augmented reality linked to the topics covered in the magazine, as well as quizzes and competitions. Furthermore, users can converse on the topics proposed by the editors, express their appreciation on articles or surveys, and share content through the most popular social networks. Users are never alone: opening the map, they can identify the presence of other readers who are accessing the magazine at that moment Both through a map of Italy and through badges that automatically count the users, once can see which issues of the magazine are being read. In addition, the platform allows you to obtain feedback, anonymously, on the use of the App and on the preferences of readers.

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HANDAPP WINE



Handapp Wine (www.handappwine.com) was born from the partnership between MediaSoft srl and Progetti & Sistemi srl. It is a mobile application that supports communication and the business of wineries by providing a direct link between wineries and points of sale, a working tool for agents and distributors, and a quick search method for the wine-lover customer all in one app.

HandApp Wine allows wineries to be present with their own brand on the main mobile stores and have their app available for free download.

Its innovative features allow customers to receive promotions and discounts on purchases and to incentivize the sales of wine bars and restaurants.

CARDIO PILLS

The system consists of a platform for the fruition of scientific articles, typically in the form of pdf or similar files.

To avoid copyright problems, the system does not provide the entire paper but allows you to insert a reasoned summary. Created by specialized personnel and accompanied by annotations and/or graphics, it is designed to help the user understand the main notions and which articles are more useful for a deeper analysis.

- An app for smartphones and tablets available on both iOS and Android platforms
- A site for the remote administration of published content and authorized contributors

STAYALIVE

Stay Alive is an app developed by MediaSoft and sold on ASUS devices thanks to our partnership with this great company. Stay Alive was created with the aim of bringing elderly people hospitalized in rest facilities

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closer to their families. The idea that guided Stay Alive is as simple as it is innovative: to create applications suitable for the elderly using technologies now available to everyone.

GET ON MAP

Get On Map is an app designed to connect users with common interests. Those who use Get On Map are geolocated by the app. The app displays all users online at the same time on the application and allows them to chat.

MOMENTS AR+



Moments is an Augmented Reality app for photo albums. Moments provides an innovative user experience. You can use the FotoSphere mode to search for the most beautiful shots or use Augmented reality to discover new digital content combined with the pages of a photo album as entire photo and video books will be enclosed in a single photo.

Moments will allow you to create a satellite community for the event that will actively participate with comments, emojis, and much more on all the photos. In addition, participants will be able to help make that day special thanks to their own photos, which will become available to the creator of the event: the best shots can be included in the publication! With Moments, you can make a request to the photographer to print the best photos and find out, in real time, who is also online viewing photos of the event.

BFC AUGMENTED REALITY



BFC Media has chosen to offer its readers a new way to interact with its Cosmo and Forbes magazines. To do this, it adopted Mediasoft's Livengine augmented reality platform and the BFC Augmented Reality App was

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born. The app is now available on the Apple and Google Play stores. This app allows users to enhance the pages of magazines with various types of content expanding the journalistic content with slideshows of photos, videos and more.

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MANAGEMENT TOOLS

UBIWORK



Ubiwork is a product designed for the management of work teams that was conceived and developed by MediaSoft. It is a hybrid desktop and mobile system that allows for the monitoring, management and documentation (including multimedia), of maintenance or service checks carried out by intervention teams, operators, etc. Thanks to Ubiwork, the company headquarters can have a real-time overview of the activities in progress, the position of its intervention teams, and the status of the work in progress on special dynamic maps, receiving reports, photos, and reports. Each intervention team is in fact equipped with a mobile device with on board and, among other things, GPS that identifies the positioning coordinates of the team and uses it to associate the work carried out in the precise x, y coordinate point of the globe. Ubiwork therefore allows not only the monitoring of the work in progress, but also the creation of a real historical archive of the jobs, providing fundamental statistics in the strategic management of the same. Ubiwork has also integrated a warehouse management system that uses the tagging of products on the barcode matrix. It therefore tracks the entire supply chain, reducing costs and creating greater organization and value for the company.

MANUTENGO

Manutengo is a software product dedicated to the programming and management of maintenance and safety of company or domestic systems. Manutengo supports scheduled and emergency maintenance and is also a valid tool for managing the resulting costs and billing. With a special app, Manutengo provides support in all stages of processing to the operators in the field, managing to track the position of the intervention teams, and the unloading spare parts from the warehouse and installing them at home.

The Manutengo software is provided as a service through the web and it supports:

- Estimates
- Maintenance contracts
- Billing
- Invoicing for maintenance fees
- Calls, interventions, and deadlines
- System sheets with technical and maintenance data

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QMANAGER

The queue management system is a hardware and software infrastructure capable of managing queues in a facility where various services are provided, such as medical offices or analysis laboratories, for example.

The system consists of:

- Totem for the distribution of tickets with touchscreen display, thermal printer, and barcode and QR code reader.
- 42-inch or larger display for viewing the status of the queues.
- QManager v.2.0 software for the management and customization of queues, directing calls to the appropriate front desk and clinic.

The system can possibly use old displays already available to the structure in which it will be used. In this case (to be agreed upon with the customer) an Arduino device will be able to adapt the display to the system.

The system allows users to collect their ticket. Users will be called based upon priorities and the type of service for which they have collected the ticket. Optionally, the system can manage reservations made in advance by importing the list of pre-existing reservations and printing the corresponding ticket and queuing the user so that they are called near the booking time.

Focusing on the software aspect:

- Creation of a new type of service.
- Assignment of service types to the various available rooms.
- Creation of a new number in the queue relating to the type of exam.
- Automatic generation of the queue number.
- Print label with queue number and execution room (alternative or additional function to the use of the totem).
- Display of the current queue number for the various types of exams.
- Statistics display: average time spent in the queue, calculation of average waiting time for a new patient, numbers generated, and how many still need to be served in general and by type of queue.

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SKILL-ID

The product is a skills classification and assessment system. The goal of the product is to allow the meeting between job supply and demand. The system puts the skills of individuals online, facilitating the meeting between job seekers and those offering employment. Its distinctive feature is the visualization: the data available to the system and coming from the Curriculum Vitae are suitably represented using ad hoc graphics. The strength of the system is therefore the transformation of data from textual to visual.

VIDEO MOSAIC

VideoMosaic is a product built from a hw/sw architecture capable of delivering a series of multimedia contents in the form of video clips annotated with metadata, through two main modes of use: television-type screens connected to a normal mini PC and mobile devices (tablets and smartphones).

The user interface is in mosaic style: all multimedia contents are organized in the form of “tiles” of various sizes and proportions and occupy all or most of the available screen surface.

The playlist containing the references to the movie clips, which will be displayed, is composed at runtime on the basis of an algorithm that independently chooses what will be shown and possibly the modality and the moment in which the reproduction will take place. The number of clips is practically indeterminate; therefore, their display is managed through a graphic switch that will ensure the alternation of videos (or slideshow of images).

The selection of the contents to be reproduced can also be done manually and therefore defined directly by the user through the appropriate menu.

GECO – COMMUNITY MANAGEMENT

GeCo is a management system designed for foster homes that welcome minors and families both within facilities and in family homes.

The application manages both individual users and families (groups) who need accommodation. Each user (be it single or group) can have access to the application to view relevant information. The application allows you to monitor the time each guest (or group) stays within the facility where they reside.

The system also deals with the economic management of the group (subsidies that the various groups receive) by including within it a billing system for the subsidies received. Artemide also manages the medical records of guests and there is a calendar that helps operators in managing the various groups. There is also an internal registration system to manage incoming and outgoing messages from the facility or family home.

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There is also an internal messaging system in which the various operators communicate and exchange opinions. Operators can also use the system to write their own ratings on the current guests.

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TOOLS FOR THE TOURISM SECTOR

There are numerous products designed and developed by MediaSoft for the tourism sector. Among these, there are One Click house, MyHotel, cercaturismo.it, Bed & Breakfast online.it, and One Click support.

ONE CLICK HOUSE



The Oneclick House system is a flexible and complete system for managing the activity of a real estate agency. The design criteria behind Oneclick House have made it a modular application and consequently expandable according to the needs of end users.

There is a back office that can manage properties, owners, users, and search the available information. It also has an Organizer capable of managing appointments. The possibility of webmail consultation is integrated, which allows users of the system from any workstation to consult e-mails as well as a messaging service with e-mail integration with immediate display of messages.

CERCATURISMO.IT



Cercaturismo.it is a network entirely dedicated to tourism. It is the only one of its kind in Italy because it was conceived as, and is updated daily as, a real online magazine.

Cercaturismo.it (which includes the following tourist portals: Cercaturismo.it, Bedandbreakfastpoint.it, Bedandbreakfast-online.it, Hotelspoint.it, Agriturismopoint.it, Countryhousepoint.it) offers visitors a very rich repertoire of proposals for holidays and excursions, including itineraries for cities of artistic, historical, cultural, or environmental interest.

Additionally, there is also a vast archive of events, updated in real time, in which the most important special events scheduled in Italy are reviewed: parties, festivals, concerts, festivals, exhibitions, and shows. Furthermore, from partnerships with museums, theaters, amusement parks and the most important Italian nature reserves, abundant contents and resources make Cercaturismo.it an authentic community capable of satisfying every tourist's need.

In fact, among the most used services of our portal, the search engine for the accommodation facilities stands out. It allows you to immediately find the hotel, B&B or farmhouse closest to the chosen holiday destination,

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while the map of Italy allows you to identify the location you need to reach. Cercaturismo.it supports users in finding the right structure: all items (art and culture, itineraries, gastronomy, events, specials, etc.) are accompanied by a box that highlights the hotels, B&Bs, agritourism, and restaurants present in area.

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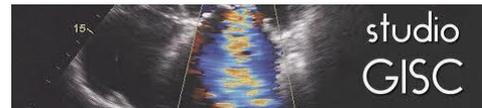
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PROJECTS

There are numerous projects that have culturally and professionally enriched both MediaSoft and all the stakeholders that gravitate around them.

STUDIO "GISC"



Studio GISC (Integrated Heart Failure Management/Gestione Integrata Scompensio Cardiaco) is an innovative project that concerns the study and observation of phenomena related to heart failure based on the collection of patient data by general practitioners (GPs), specialist cardiologists, and hospitals.

GISC is the system designed and developed by MediaSoft for the integrated management of clinical data relating to the study and the processing of detailed statistics on the population affected by a phenomenon. After the experimentation in the districts of Poggiardo and Gagliano-Tricase, the collected data immediately highlighted the validity of both the method and the integration with the ad-hoc software tools. It was extensively analyzed in the thesis of Specialization in Cardiology of the University of Foggia "The integrated management of heart failure: a reality in the ASL / LE pilot project in the DSS of Poggiardo / Gagliano-Tricase" (Specialist Doctor Agata Maria Marenaci, Supervisor Prof. Matteo di Biase, Co-Advisor Dr. Francesco Pisanò, Foggia 2012).

The results of the project (both from a clinical and economic point of view) were presented and discussed during two conferences organized by the DSS of Lecce in Andrano in March and June 2012. It was also presented in the XXIX National Congress of General Practitioners (SIMG of Florence, 22-24 November 2012) through the report by Dr. Enzo Riso, as well as on 4 May 2013 at the Cardiology conference entitled "GISC Project - Let's look at the Future" (Tricase - LE).

Given the results obtained by the project, the University of Padua (through its Department of Cardiological, Thoracic and Vascular Sciences directed by Prof. Sabino Iliceto) decided to establish a collaboration protocol with the DSS of Lecce (protocols of May 2012, September 2012, January 2013) in order to carry out international trials on the protocol and its information system.

On July 24, 2013, the DSS of Lecce, through a resolution of the General Manager (prot. 1345), noted the results obtained both from an economic and clinical point of view by funding a PhD scholarship dedicated to the project.

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The collection of these data has made it possible to build a forecast model of future hospitalization or a higher risk of death based on the data in the medical record and the tests a patient is subjected to all to better aide the doctor who cares the patient.

TECH: neural networks, dashboard, big data, data warehouse, business intelligence, AI

LIVENGINE

Livengine is an augmented reality platform consisting of a web application dedicated to the creation and management of augmented reality content, and an customizable app which, through image recognition (NB: no specific tags or qrcode are required), uses the contents created by the stakeholders to aide in the collaboration between them. Initially the platform was created for the publishing sector, but over time it has also been appreciated in other application sectors, evolving with the geo-localization functionality.

The insertion of content is made easy and fast by the web application, which guides the user in the managing of projects. The contents are both images and points of interest (objects of recognition), and the content that will be made available to users. The content that the platform allows you to combine are of the following types:

- Image slideshow
- 360 ° images
- Audio and Video
- Text
- Website Links
- Go to: guides the user to reach the point of interest
- Collaboration
 - Single/multiple image recognition game
 - Quiz game
 - Competitive game
 - Comments, to create discussions among users
 - Expressions of appreciation (statistics can be consulted through the web app)

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- Sharing on social networks

The contents can be combined individually, but also in multiple modes, leaving the choice to the user. The app can be customized for the customer's brand and allows both the editor (of the content) and the general user to enjoy the content simply by framing the "subject" to which visual content has been linked. The app periodically downloads only the content that the user has chosen. Therefore, it does not require any preparatory sessions in order to download the set of pre-packaged content, nor does it generate unnecessary megabytes consumption by downloading unsolicited content. Interaction with the app is immediate. Businesses can use the statistics dashboard to conduct their own anonymous marketing surveys.

TECH: augmented reality, dashboard, image recognition, mixed reality, mobile app, collaborative game, GPS

TECNOMED

Techomed is a project built for a private fertility clinic. The project takes care of the contact with patients (personal data, booking, transfer of appointments, etc.) and the management of the patient's medical record, including the possibility of scheduling diagnostic tests to be carried out in specific periods. Each patient present in the system is characterized by their clinical history. The methods of interaction between the doctor and the data in the application is easy and intuitive, making it possible to quickly reconstruct the patient's history, including diagnostic tests.

TECH: dashboard, CRM, business intelligence

LA MADONNINA

MediaSoft has designed and built an indoor positioning system capable of detecting any dangerous situations (malaise, falls, etc.) inside the La Madonnina nursing home which houses self-sufficient elderly people. The system consists of a hardware and software platform capable of detecting the positioning of the elderly within the structure, using neural networks created for this purpose, and detecting any dangerous situations by alerting the health personnel in charge. All the subjects residing in the structure are equipped with a wearable device (on a chain) and the structure is set up with a set of antennas, positioned ad hoc, which receive the BLE signals sent by the wearable devices.

The data sent by these devices are also used to analyze the medium and long-term behavior of the residents in order to be able to prevent changes due to existing pathologies.

TECH: business intelligence, indoor positioning system, neural networks, RFID, Bluetooth low energy, big data, data warehouse

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KISS-HEALTH

The KISS-Health (Knowledge Intensive Social Services for Health) project was born from the idea of three researchers from Puglia to promote an integrated model of research, training, and services created around the Laboratorio di Biomeccanica Posturale (Postural Biomechanics Laboratory).

This project was born within the PON Ricerca e competitività del Ministero dell'Istruzione, dell'Università e della Ricerca (Research and Competitiveness of the Ministry of Education, University and Research) to better understand the problems generated by alterations in body posture. The postural biomedical laboratory thus creates initiatives that aim to test the idea of an integrated system of prevention, diagnosis, therapy, and monitoring of the population within a medium to long time frame. The technologies used make it possible to detect the biomechanical balance of the subjects under analysis and are used as a model of postural education, thus guaranteeing the improvement of the citizens' health. This project therefore intends to support a new vision of the concept of health through education, anticipation, and prevention of problems related to posture.

TECH: Microsoft Kinect, postural analysis, image recognition, motion detection, natural user interfaces

MULTISENSORY CASTLE: CASTELLO "CARLO V" LECCE

The project concerns the multi-sensory and interactive infrastructure of the premises of the Carlo V castle located in Lecce, with a view to exploring the natural interaction between people and technology. The goal was to create within the castle educational and recreational spaces, lively and completely personal cognitive paths. People inside the Castle can follow their own personal itinerary, a dynamic fruition process, which allows them to choose different modes of use, different levels of study and a great variety of educational stimuli.

In this way, the Castle reflects the characteristics of what is now called Smart Environment, or a Multisensory or Interactive Place. Locations of artistic importance, such as the Castles, become places used for the conservation of artifacts. Such locations are becoming interactive place that offers information, more emotional involvement, and added value to the visiting experience.

Castello Carlo V will present, in this way, a path of knowledge and learning based not only on the passive display of artifacts or artistic works, but on technological devices such as touch screens, and immersive and particle projections.

There are three types of technology used in the project:

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- Sensory interaction technologies use tools capable of enhancing the perception of lights and colors (thanks to a capillary network of cameras, presence and movement sensors, proximity sensors, RFID identifiers, etc.), sounds (sound bells), and aromas (fragrance diffusers).
- Visual interaction technologies make use of technologies such as Projections, Holographic Screens, Immersive Projections, Touch Screens, Augmented Reality, and Mixed Reality.
- Mobile technologies support apps for traditional visits and exploration apps that aim to offer the visitor the opportunity to get involved and immerse themselves in a dimension halfway between teaching and entertainment, according to a playful, experiential approach.

TECH: augmented reality, mixed reality, RFID, wall projection, mobile app, multitouch table, GPS, BTLE beacon

GAL DAUNO OFANTINO

The project concerns the creation of a mobile app (for Android and iOS) that allows the use and navigation of an interactive dynamic map of tourist, cultural, gastronomic, and folkloristic routes with multimedia content. The project aims to:

- Promote the territory and the historical/cultural and landscape/rural resources
- Promote the commercial services offered in the area
- To support users, travelers, and locals so that they can easily access these offers

And, it is aimed at:

- Tourists
- Local authorities (municipalities, regions, associations, pro-loco, etc.)
- Tour operators
- Cultural operators

The project involves the construction of

- An app (Android and iOS) that users will use to find their way around the area and that will automatically propose the most suitable routes for each user's profile
- An administrative web application (BackOffice), dedicated to the insertion and configuration of content by the users involved in the promotional activity.

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The app is designed from a user-centered perspective: based on the information available to the user, a set of itineraries will be proposed that best characterize the needs expressed by the user.

TECH: APP mobile, proximity marketing, GPS

SANTA CROCE KIDS

As part of the Santa Croce Kids project, an augmented reality app was developed that can provide users who visit the Basilica of Santa Croce in Florence with cultural content useful for discovering the beauty of the Basilica. The app has been enriched with a set of collaborative games that can make the visit to the Basilica particularly exciting. The app was designed for an audience of children and as such its usability has been adapted to the needs of children.

TECH: APP mobile, augmented reality, BTLE beacon

AQUARIUM OF GENOA

The Aquarium of Genoa app was designed and built by MediaSoft. The project aimed to show visitors, on a mobile device, useful content to make the experience of visiting the aquarium unique. The app created is able to geolocate the visitor inside the aquarium and overcomes technological obstacles due to the presence of large pools of water, the presence of very low temperatures, etc.

TECH: mobile app, BTLE beacon.

RIELLO

The Riello project was developed within the partnership with Edulife for the well-known company Riello, a manufacturer of boilers. The goal is twofold: on the one hand, to support the maintenance technician in the difficult task of identifying the problem and solving it, and on the other hand, providing a useful tool for the training of maintenance workers. Using the mobile device (tablet or smartphone) with which the maintenance technician is equipped, the augmented reality app provides the maintenance technician with useful information for repairing the boiler, thus constituting a valid support in the operational phase. The same app is also used for training purposes in order to provide useful educational material that can be directly associated, again via the app, with the various boiler components.

TECH: mobile app, augmented reality.

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PUGLIA MEGALITHIC

Puglia Megalithic (Puglia Megalitica) is a project that arose from the need to create an innovative tool to allow visitors to Puglia to rediscover the beauty of the area. Megalithic Puglia, using augmented reality, guides visitors in their discovery of the Apulian megaliths by providing the multimedia contents associated with the framed image directly on the visitor's mobile device. The app is accompanied by a series of collaborative games that allow visitors to discover the places they visit in an intuitive, simple and fun way.

TECH: mobile app, augmented reality, GPS, collaborative game.

INCANTEVOLE ITALIA

MediaSoft is the multimedia partner of "Incantevole Italia", the project that offers a journey into the world of Italian cinema and the beauties of Italian art, architecture, and nature accompanied by the music of Nino Rota, the great composer of soundtracks for some major films.

In September 2018 Enchanting Italia flew to Chengdu (Sichuan), China, where its orchestra opened the 17th WESTERN CHINA INTERNATIONAL FAIR (WCIF). The year of the event in which Italy was present as a Guest of Honor Country.

The show was developed as a series of musical "pictures" in which Nino Rota's various soundtracks are performed by an orchestra of at least 55 musicians.

TECH: web.

RESERVERIA

The aim of the project is to implement a web platform for booking tourist services online.

The adding of data and resources (hotels and accommodation facilities) will take place through the import of data provided by Booking.com. Through this import, the Reserveria.com portal will be able to offer tourist resources and who will be able to purchase them directly.

The aim of the project is to be able to implement:

- Backend: a platform capable of importing/understanding data provided by the Booking.com Back Office (CSV or URLs) and connecting them to the web infrastructure
- Front End: a web platform capable of displaying such data and being able to organize them on the basis of well-defined rules / paths.

TECH: web application, data fetching, dashboard, Rich Internet Application.

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MEDIASOFT DRONE

MediaSoft has designed and built both the hardware and the software platform of an 8-propeller drone capable of detecting, analyzing, and diagnosing the structural integrity of bridges, viaducts, tunnels, etc. The drone is equipped with high-definition sensors (HD stereo camera, thermal imaging camera, infrared camera) and a ground station that receives video streams and telemetry data in real time. The first flight experiment was carried out in January 2016.

TECH: Internet of Things, image processing, data streaming, image analysis, image measure.

PERSONALIZED T-SHIRTS

The project consists of the design and implementation of an application capable of giving the user the ability to customize their own shirt. Once the t-shirt has been designed, the application, connected to a special printer, will allow you to print on the t-shirt. The user is guided in the design of the t-shirt by appropriate wizards.

TECH: web application, dashboard, Rich Internet Application, document management system.

RADIO POPOLARE

The Radio Popolare project has the main purpose of enriching the existing app of the radio station of the same name and allowing the user to enjoy the content, with two new advertising paradigms:

- **Standard advertising:** The most common system is to insert advertising references, presented in the form of banners, which will be displayed randomly by the app user. Tapping on the banner will open a new window that refers to the description page of the commercial exercise (or to its online site, if it has one) that it has composed independently; complete the description by indicating the location of the business on the map. This form can also be enriched by user comments, which represent a useful evaluation tool for other users. The lists of commercial establishments can also be accessed through a specific menu item, which will open a page on the user's smartphone with search filters, through which the user can carry out his searches by area, name, and commercial type. The list will consist of thumbnails of all the exercises that respect the filters set.
- **Proximity marketing:** Allows Pop-Friends who want to equip themselves with the hardware package (optional) created by MediaSoft, to communicate automatically and immediately with the passer-by who is equipped with the Radio Popolare app. The system requires that the GPS and/or Bluetooth connection be (even if not simultaneously) active on the passer-by's mobile device. By taking

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advantage of these channels, the app will be able to solicit the attention of a passers-by and (thanks to Bluetooth) and through the data connection, all kinds of information can be presented. The combination of Bluetooth and GPS technology makes it possible to locate the user even inside closed places. In turn, the Pop-Friends will be able to share the prepared content to the passer-by's device: notices of offers, invitations to participate in activities, coupons and discount vouchers to be used at the shop, and any other useful information to attract the attention of the passer-by: the shop window thus becomes active. Each merchant will be able to create their own content to be sent to the smartphones of potential customers using Beacon technology (which uses the BlueTooth 4 - low energy communication protocol) and will allow to analysis the data of its customers for marketing and retargeting operations to entice potential customers return to complete the transaction.

TECH: mobile app, data streaming, push notification, proximity marketing.

SCHEDULER

The SCHEDULER project aims to automate and optimize repetitive manufacturing processes in order to reduce errors caused by the intervention of multiple operators, as well as monitor the workflow, measure production performance, and provide invoicing quantities related to production. In particular, the project aims to:

- Automate all processes of management, transformation, generation, manipulation, historicization, and sending of industrially processed data images to their destination through workflow mechanisms.
- Possibility to manage the input activities (data and images) according to pre-planned criteria and/or through variations of the workflows based on contingency and on the needs of the moment.
- Collection of data processed or managed with detection of the quantitative/qualitative consistency of the processing and processing times of the individual production steps of an operational flow. The historicized information will form the basis of billing to the customer.

SPORTELLO TLC

The "Sportello TLC" project aims to be a web platform with the following 3 objectives:

- Create a website that acts as a collector of content of interest for legal issues related to consumer protection in the domains of the provision of telephony, internet, and pay-TV services.

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-
- Positioning in the search engines in a strategic way to, over time, be recognized as a reference point in this market niche.
 - Offer surfers interested in resolving a problem relating to the aforementioned areas a clear and simple path that indicates how to proceed with the resolution of the dispute through the services offered by the Sportello Amico.

TECH: web application, dashboard, Rich Internet Application, document management system.

YES RANKING

Yes Ranking is a project conceived with the aim of creating a network of companies, and particular start-ups. In this network, each company can present itself, promote its business, and can take advantage of information such as reports, benchmarking analyzes, verify the interest in their idea from other companies, etc. The portal relies on the "likes" of facebook, google +, etc. A ranking is then generated and updated continuously. The system monitors the ranking of each company and allows companies to win prizes based on their results.

TECH: web application, dashboard, Rich Internet Application, data fetching.

UNASCA

Unasca is a web platform for the members of the Unione Nazionale Autoscuole Studi Consulenza Automobilistica (National Union of Driving Schools Studies and Automotive Consultancy) and the management of the entire procedural flow of their activity with the association. The project aims to:

- facilitate and modernize the membership process
- improve member management
- manage a large amount of data
- sending of mass communications
- document management
- offer a statistical overview

TECH: web application, dashboard, data fetching.

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WELL-WORK

Well-Work is a web platform oriented toward corporate welfare, a specific form of market in which, by virtue of a specific tax favor, companies recognize their employees' monetary benefits and/or benefits aimed at producing answers to some specific needs, which they refer primarily to the social, family, and, more generally, to personal well-being. Through corporate welfare, companies can grant their workers a specific welfare credit (unilaterally or by virtue of a trade union agreement), to be spent on various services defined by the relevant legislation. The project aims to:

- innovate the corporate welfare management process
- increase employee awareness of corporate welfare benefits
- customize the needs of companies, suppliers, and above all, employees
- provide products/services
- provide complete reporting

TECH: web application, dashboard, data fetching, big data, neural networks, machine learning.

PROJECT MINERVA

Minerva is a project created with the aim of providing support for financial decisions of one or more companies. The system, consisting of heterogeneous and interconnected modules, acquires structured and unstructured data from different sources, both statically and dynamically, and processes such data in order to extract useful information for financial management and to provide a complete picture of the object under observation. Using machine learning techniques and neural networks, it organizes information in synoptic panels capable of highlighting information and latent patterns. Natural processing language techniques are also used for the extraction and understanding of unstructured texts.

TECH: web application, dashboard, data fetching, big data, neural networks, machine learning, PLN, scheduler, Google Cloud.

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CORPORATE INVESTMENTS AND PARTNERSHIPS

311 VERONA

MediaSoft s.r.l. is co-founder, with 15 other companies, of 311 Verona located in Lundadige Galtarossa, Verona. 311 is a space that favors training, communication and promotes the human and professional value of the person. There are different skills present within 311 Verona, which include from IoT, AR, FabLab, Digital, Social Innovation, Education, and Communication.

ASUS

MediaSoft has established important partnerships with ASUS aimed at creating software products to be distributed exclusively on Asus devices. Stay Alive is one example.

With ASUS, a think tank was recently launched aimed at identifying innovative applications. MediaSoft, together with Help! Computer, coordinates the specially constituted work group.

SKILL ID S.R.L

MediaSoft Srl is a founding partner with of 16% of the company shares of Skill-ID srl, (Registered Office Martano, CAP 73025, PI: 04730600758, REA number: LE31389) a company engaged in the development of the SKILL-ID platform which implements a revolutionary approach to classification, assessment, and networking of individual competences and skills.

MYWORLD S.R.L

MediaSoft S.r.l is a founding partner with of 60% of the shares of MyWorld s.r.l, (Registered Office Nardò, CAP 73048, PI: 04433550755, REA number: 291681) a company engaged in the development of social platforms related to the georeferencing and interconnection of users on Mobile platforms.

PERGOLESY YOUTH ORCHESTRA

From the desire to merge the competence, passion, and planning of many young Salento professionals, the Pergolesi Youth Orchestra (l' Orchestra Giovanile Pergolesi) was born. MediaSoft provides them our "know-how" through our skills in technological and multimedia research, which are demonstrated through the production of shows and concerts with a strong multimedia imprint.

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MUBO PROJECT

MediaSoft S.r.l is the technological partner of Mubo project, a publishing house that deals with digital publishing for children and has created one of the most fascinating Italian publishing projects of recent years, of which MediaSoft was chosen as the technological partner. The company has embraced the Mubo project and made its contribution in developing applications for mobile devices. A collaboration that created two projects: 20 Thousand Leagues Under the Sea and Santa Croce Kids. The first digital book will be dedicated to the digital, interactive and illustrated reinterpretation of one of the best-known adventure classics, while the second represents a guide integrated with augmented reality for visiting museums and art sites, in this case the Basilica of Santa Croce in Florence. Both are intended for a young audience.

STRATONAV

MediaSoft is officially the technological partner of STRATONAV (STRATOspheric NAVigation), a project born from the collaboration between Sapienza University of Rome and the University of Bologna. The project aims to test the efficiency of the VOR (VHF Omnidirectional Range) aeronautical navigation system, commonly used by aircraft, pushing it beyond its traditional operating limits, to verify its operating conditions in the stratosphere aboard the BEXUS stratospheric balloon at an altitude exceeding 22 km. The STRATONAV experiment was selected by the REXUS/BEXUS program which allows students from all universities and higher education institutes in Europe to develop and launch scientific and technological experiments on stratospheric balloons and sounding rockets, and is carried out thanks to a Bilateral Agency Agreement between the Swedish (SNSB) German Space Agencies (DLR), with the patronage and collaboration of the European Space Agency (ESA). MediaSoft gave its support to the group of students involved in the design and implementation of the software system that allows the rapid and ergonomic use of the data arriving in real time from the stratospheric balloon. And, also by the development the dashboard that allows the modification of the operating parameters of the system VOR to adapt to mutual weather conditions.

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AWARDS

2010

Ubiwork wins the 2010 ICT Innovation Award of SMAU.

MediaSoft together with its Client Alba Service Spa wins the first prize of the SMAU ICT of Bari for "Mobile & Wireless applications" thanks to a brand-new product: Ubiwork, a synthesis between software and hardware able to manage and monitor work teams subject to movement of any distance. The selection of the cases participating in the 2010 SMAU ICT Innovation Award was entrusted to the Business School of Management of the Politecnico di Milano.

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EVENTS

2008 - Cercaturismo.it of MediaSoft is invited to the national tourist fair "Buy Tourism Online". It was selected for an award among the 10 most representative online tourist portals of the tourism scenario linked to the Web for 2008.

2009 - Cercaturismo.it of MediaSoft is invited to the national tourist fair "Buy Tourism Online". It was selected for an award among the 10 most representative online tourism portals of the tourism scenario linked to the Web for 2009.

2010 - Cercaturismo.it of MediaSoft is invited to the national tourist fair "Buy Tourism Online". It was selected for an award among the 10 most representative online tourism portals of the tourism scenario linked to the Web for 2010

2010 - Smau Bari Award - Ubiwork by MediaSoft was awarded as Product of the Year at SMAU ICT innovation.

2010 - Review of the MyTeamLex product, SaaS software for document management, communication and collaboration for lawyers and law firms in the important and prestigious magazine PMI.it

2012 - Salvatore Russo Gypsy jazz project concert organized by MediaSoft: "Music & Technological Innovation".

2013 - MediaSoft participates in the "Days of Fire" in Novoli as a technological partner and participates in the conference session on the theme "Tourism Heritage".

2013 - On January 14, 2013 in the events organized for the "Days of Fire", MediaSoft and Pergolesi Youth Orchestra organize the play "La Traviata" at the Municipal Theater of Novoli. 12 orchestral and 36 professional actors participate in the event.

2014 - MediaSoft S.r.l participated in the SMAU, an event dedicated to innovation now in its sixth edition, held in Bari on the 12th and 13th of February at the New Pavilion of the Fiera del Levante. An important showcase for the innovators of the Region where MediaSoft participated as a technological partner of the Kiss Health project promoted by the Postural Biomedical Laboratory of Mesagne. For the realization of this ambitious project MediaSoft has developed an innovative prototype of a markerless system for postural stabile-metric analysis using Microsoft Kinect as an acquisition device.

2014 - At the Book Fair (Bologna, 24-27 March 2014), the demo of the free digital interactive project based on the novel by Jules Verne *Twenty Thousand Leagues Under the Sea* was presented. It was developed by MediaSoft Srl for Mubo Project, a publishing house which deals with digital publishing for children, of which MediaSoft was chosen as a technological partner.

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2014 - Asus becomes a partner of MediaSoft promoting and adopting the StayAlive project, which aims to entertain and at the same time monitor the elderly in nursing homes, through the use of ASUS tablets.

2014 - MediaSoft participates in the tenth edition of the Help! Computer Day in Monopoli, an event organized by Help! Computer and Asus Italia. At the event, the company presented to the public some of the most innovative projects carried out during 2014, including the most important StayAlive, promoted and marketed by Asus Italia.

2014 - Stefano Santo Sabato opens the plenary session of the eLEOT2014 International Conference as a speaker, with a Tech Talk in which he speaks about the problems to be faced during projects that use technology to increase the use of artistic and monumental assets. Furthermore, the CTO of MediaSoft has the honor of presenting the MediaSoft award for the best paper to Dr. Otto Borchert.

2014 - During a trip to the USA, MediaSoft stops off in San Francisco, California's Silicon Valley with the aim of forging international alliances and agreements. Thus, taking a first real step towards the internationalization of its own products and business partners.

2015 - MediaSoft continues to focus on young people, sponsoring the participation of two students under 35 in the 1st Theoretical-Practical Course on Movement Technologies in Clinical Practice organized as part of the KISS-Health project. MediaSoft is an official partner of the project having developed a low-cost postural analysis system based on Microsoft's Kinect sensor which is currently undergoing testing and validation.

2015 - MediaSoft participates in the conference "Osteoporosis and Quality of Life - Clinical-Surgical Management for Osteomyo-particular Pathologies", held in Palermo, on the 29th and 30th of May 2015. A speech was given by the CTO, Stefano Santo Sabato, on the role low-cost portable motion sensing input devices and natural users interfaces in active screening in medicine.

2015 - Second participation of MediaSoft in the international e-LEOT conference "e-Learning, e-Education, and Online Training" which was held in Novedrate (CO) from the September 16-18, 2015. Stefano Santo Sabato, CTO and founder of MediaSoft, held a Plenary Techtalk, by e-LEOT 2015, entitled "Collaborative learning meets Internet of Things".

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SCIENTIFIC AND INDUSTRIAL RESEARCH

MediaSoft S.r.l. was present at the 27th International Business Information Management Association (IBIMA) (Milan, 4-5 May 2016) where we presented the article entitled "Social Software and Online Collaboration Tool: A comparison based on user expectations". In this article, after clarifying the difference between Social Software and an Online Collaboration Tool, the expectations of all users of the company with respect to these tools were defined and a comparative analysis is carried out between the main tools currently on the market to understand which of them meet the characteristics of the users.

MediaSoft S.r.l. was present at the 8th International Conference on Pervasive Computing Technologies for Healthcare (Oldenburg in Germany, 20-23 May 2014), where we presented the article entitled "A Biomechanical Analysis System of Posture". This article explains the technological platform that the company is developed as part of the Kiss Health research project and which is proposed as an innovative low-cost tool for the clinical analysis of postural biomechanics.

MediaSoft Srl participated in the second edition of IEEE-EMBS BHI 2014, 2017, 2018, International Conference on Biomedical and Health Informatics, which was held in Valencia, Spain, from June 1-4. We presented a scientific article entitled "A two-stage approach to bring the postural assessment to masses_the KISS-Health Project", in which the company takes the opportunity to expose the potential of the postural analysis technological platform that it is developing within the Kiss Health project.

Stefano Santo Sabato CTO of MediaSoft Srl was invited to be a keynote speaker of eLEOT 2014, 1st International Conference on e-Learning e-Education and Online Training, which was held in Bethesda (Maryland, United States) from September 18-20, where he gave the opening speech of the conference.

Stefano Santo Sabato CTO of MediaSoft Srl was invited to be a keynote speaker of eLEOT 2015, 2nd International Conference on e-Learning e-Education and Online Training to be held in Novedrate (Como) from September 16-18, where he gave the opening speech of the conference.

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SCIENTIFIC ARTICLES

SOCIAL SOFTWARE AND ONLINE COLLABORATION TOOL: A COMPARISON BASED ON USER EXPECTATION.

Stefano Santo Sabato, Federico Pici, Anna Lisa Guido, Alberto Bucciero Proceedings of The 27th International Business Information Management Association Conference, (IBIMA) May 4-5, 2016 Milan, Italy, ISBN 978-0-9860419-6-9 PP. 1188-1199

Abstract

Collaboration systems are a key point in modern Information Systems. They are very useful when companies base their work on “knowledge”. Collaboration systems help knowledge workers to share knowledge and to work together regardless of where they are located. There are several solutions from turnkey solutions, to ad-hoc, as well as customizable solutions. Collaboration systems can be classified as social software and online collaboration tools, and they are useful both for big and small to medium sized companies. The collaboration systems promise to increase knowledge worker efficiency, and this is an important goal for all companies; especially small and medium sized companies. The real problem is that, very often, a knowledge worker does not use the tool. In this paper, starting from an empirical study, the expectations of the knowledge workers and of the companies are defined and a survey of several collaboration based on them will be presented.

A TWO-STAGE APPROACH TO BRING THE POSTURAL ASSESSMENT TO MASSES: THE KISS-HEALTH PROJECT

Bortone, I.; Argentiero, A.; Agnello, N.; Sabato, S.S.; Bucciero, A., "A two-stage approach to bring the postural assessment to masses: The KISS-Health Project", Biomedical and Health Informatics (BHI), 2014 IEEE-EMBS International Conference on , vol., no., pp.371,374, 1-4 June 2014

doi: 10.1109/BHI.2014.6864380

Abstract:

The human body is in a posture every minute of every day: it can be static, such as when resting, or dynamic, such as when walking. It is quite frequent that people assume poor postures during the day and they make their bodies more susceptible to injuries. Considering this, prevention assumes a central role as it can avoid damage and pain in day-to-day life, but it is very poorly practiced in the majority of countries, even in the Western world. Moreover, diagnosis and assessments for postural abnormalities are demanded to few specialized centers, which usually perform anecdotal or subjective evaluations. In this paper, we propose an innovative model to face up to postural abnormalities starting from a two- stage approach that have been

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conceived and are being implemented by the KISS- Health Project. The idea consists of two units: a) the Mobile Diagnostic System, which is composed of both hardware and software components and it will permit a first assessment of human posture in order to identify people at risk; b) the Laboratory Diagnostic System, which will investigate more accurately the complete postural configuration of the subject going under exam. It is our goal to promote an integrated approach that, based on scientific and economical evidences, will reduce the costs related to postural abnormalities.

A BIOMECHANICAL ANALYSIS SYSTEM OF POSTURE

Bucciero, A.; Santo Sabato, S.; Zappatore, M., "A Biomechanical Analysis System of Posture", PERVASIVE HEALTH International Conference (PH2014) Year: 2014, ICST Editor, DOI: 10.4108/icst.pervasivehealth.2014.254944

Abstract:

The number of scenarios that may gain benefits from postural analysis performed with sustainable economic costs is virtually limitless. They range from clinical and outpatient studies to sport and dance practicing, from posture learning and replication for humanoid robots to body control techniques. Therefore, the authors firmly believe that the Microsoft Kinect, a novel optical markerless, model-free motion/capture commercial system can pave the way towards this direction due to its ease of usage and its low costs. In this paper, a Model-View-Controller based framework for Kinect-based postural analysis is presented in terms of both system architecture and selected test environment. A first prototypal version of the system has been employed to perform a preliminary stabilometric analysis in a real test case, in order to illustrate the adopted natural user interface and the overall system behavior.

FROM THE FIRST GENERATION OF DISTANCE LEARNING TO PERSONAL LEARNING ENVIRONMENTS: AN OVERALL LOOK

Stefano Santo Sabato, A.; Vernaleone, M.; "From the First Generation of Distance Learning to Personal Learning Environments: an Overall Look", 1st International Conference on e-Learning e-Education and Online Training (eLEOT2014)

Abstract:

This article aims to confront how e-learning models have evolved over time from the characteristics of the web 1.0 to those of 2.0 looking briefly at the CMS, LMS, LCMS and PLE platforms and how it is essential to carefully first consider the constructivist pedagogical theories so as to comprehend the present situation, as well as that of the forthcoming future.

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NETWORKING AND DATA SHARING REDUCES HOSPITALIZATION COST OF HEART FAILURE: THE EXPERIENCE OF GISC STUDY

Pisanò, F.; Lorenzoni, G.; Santo Sabato, S.; Soriani, N.; Narraci, O.; Accogli, M.; Rosato, C.; De Paolis, P.; Folino, F.; Buja, G.; Tona, F.; Baldi, I.; Iliceto, S.; Gregori, D.; "Networking and data sharing reduces hospitalization cost of heart failure: the experience of GISC study", Journal of Evaluation in Clinical Practice ISSN 1365-2753

Abstract:

Heart failure (HF) is a concerning public health burden in Western society because, despite the improvement of medical treatments, it is still associated with adverse outcomes (high morbidity and mortality), resulting in one of the most expensive chronic disease in Western countries. Hospital admission particularly is the most expensive cost driver among the several resources involved in the management of HF. The aim of our study was to investigate the cost of hospitalization before and after the enrolment to a new strategy (GISC) in the management of patients with HF.

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THESIS

Università degli studi di Lecce – Facoltà di Ingegneria. Tesi Vecchio Ordinamento: *“Audio Posizionale nell'architettura 3D collaborativa Open Web Talk”* Laureando Marco Grasso, Relatore Chiar.mo Prof. Luca Mainetti, Correlatore Ing. Stefano Santo Sabato (Lecce, gennaio 2010)

Università degli studi di Foggia – Facoltà di Medicina e Chirurgia – Scuola di specializzazione in Cardiologia: *“La gestione integrata dello scompenso cardiaco: una realtà nella ASL/LE progetto pilota nei DSS di Poggiardo/Gagliano-Tricase”* (Medico specializzando Dott.ssa Agata Maria Marenaci, Relatore Chiar.mo Prof. Matteo di Biase, Correlatore Dott. Francesco Pisanò, Foggia Novembre 2012)

Università del Salento – Facoltà di Ingegneria, Corso di Laurea Magistrale in Ingegneria Gestionale: *“BUSINESS PROCESS RE-ENGINEERING NELL'AMBITO DEI SISTEMI COMPUTERIZZATI DI GESTIONE DELLA MANUTENZIONE DI IMPIANTI ASCENSORISTICI”*, Laureanda Alessandra Palazzo, Relatore Prof. Ing. Alberto Bucciero, Correlatore Ing. Stefano Santo Sabato (Lecce, Gennaio 2013)

Università del Salento – Facoltà di Ingegneria, Corso di Laurea Magistrale in Ingegneria Gestionale: *“MYTEAM LEX, UNO STRUMENTO DI ENTERPRISE COLLABORATION: VALUTAZIONE DELLE PERFORMANCES”*, Laureanda Elisabetta Valzano, Relatore Prof. Ing. Alberto Bucciero, Correlatore Ing. Stefano Santo Sabato (Lecce, Aprile 2013)

Università del Salento – Facoltà di Ingegneria, Corso di Laurea Magistrale in Ingegneria Gestionale: *“BUSINESS PROCESS RE-ENGINEERING E VALUTAZIONE DELLE PERFORMANCE NELL'IMPLEMENTAZIONE DI UN SISTEMA INFORMATIVO AZIENDALE RELATIVO ALLA GESTIONE DELLA MANUTENZIONE DI IMPIANTI ASCENSORISTICI”*, Laureanda Alessandra Caggiano, Relatore Prof. Ing. Alberto Bucciero, Correlatore Ing. Stefano Santo Sabato (Lecce, Aprile 2013)

Università del Salento – Facoltà di Ingegneria, Corso di Laurea Magistrale in Ingegneria Gestionale: *“BUSINESS PROCESS RE-ENGINEERING NELL'AMBITO DELLA GESTIONE DELL'HOTEL ACCOMMODATION”*, Laureando Antonio Conte, Relatore Prof. Ing. Alberto Bucciero, Correlatore Ing. Stefano Santo Sabato (Lecce, Aprile 2013)

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Università del Salento – Facoltà di Ingegneria, Corso di Laurea Magistrale in Ingegneria Gestionale:
*“ENTERPRISE 2.0: ANALISI DEI PROCESSI CRITICI E REINGEGNERIZZAZIONE DEL DOMINIO DELLE SOFTWARE
FACTORIES”*, Laureanda Ilaria Antonaci, Relatore Prof. Ing. Alberto Bucciero, Correlatore Ing. Stefano Santo
Sabato (Lecce, Aprile 2013)

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- Liceo Scientifico A. Vallone Galatina (LE)
- Università del Salento - *Dipartimento Ingegneria dell'Innovazione – Ing. Gestionale*
- Università del Salento - *Facoltà di economia "Antonio de Viti de Marco"*
- Università degli Studi di Napoli "Parthenope" – Dipartimento di Studi Aziendali e Quantitativi
- Università di Udine
- Università di Padova
- Università Unitelma Roma
- Università La Sapienza - Roma
- HULT International Business School - San Francisco

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MAJOR CLIENTS

SELEX ES



Selex ES S.p.A., an Italian company operating in the defense and security electronics sector and a part of the Finmeccanica group has employed the expertise of MediaSoft in the field of augmented reality, Internet of Things, and 3D visualization engines.

POLITECNICO DI MILANO



**POLITECNICO
DI MILANO**

The Polytechnic University of Milan (Politecnico di Milano) purchased a complete Digital Signage system called VideoMosaic from MediaSoft.

DELOITTE



MediaSoft offers Deloitte strategic advice on the issues of technological innovation.

EXPO2015



At Expo 2015, the 2015 Milan Universal Exposition, there were displays designed and created by MediaSoft with our VideoMosaic application.

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SSI –SISTEMI SOFTWARE INTEGRATI – GRUPPO FINMECCANICA



The company, Sistemi Software Integrati (SSI), has chosen MediaSoft as its technology partner.

OPERA DI SANTA CROCE



The Opera di Santa Croce, a secular body whose main task is to administer, protect, and enhance the monumental complex of Santa Croce in Florence, has relied on MediaSoft for the creation of a mobile app in Augmented Reality, Santa Croce Kids, dedicated to young visitors to the Basilica.

AQUARIUM OF GENOA



For the Aquarium of Genoa, the largest Italian aquarium, the second largest in Europe after that of Valencia, Spain, and the ninth in the world, MediaSoft has created a mobile application for assisted navigation of the tanks and attractions characterized by an innovative indoor positioning system.

MUBO PROJECT



Mubo is a young publishing house that deals with digital publishing for children that has chosen MediaSoft as a technological partner for the realization of the solutions they propose.

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PROVINCE OF LECCE



The Province of Lecce chose MediaSoft as a technological partner for the management of antivirus systems.

MUNICIPALITY OF LECCE



The Municipality of Lecce has chosen MediaSoft's cutting-edge work.

GIS, THE SOFTWARE AT THE SERVICE OF THE HEART



MediaSoft stands alongside doctors in the fight against heart failure.

PUGLIA MEGALITICA



The Megalithic Puglia association (Puglia Megalitica), winner of the competition in the Puglia Region "Active Principles" 2012, was born from the meeting of four young professionals with a passion for cultural heritage and their desire to make them accessible to the community. To do so, they asked MediaSoft to design and build a mobile system in augmented reality technology that supports a playful educational visit among the Apulian megalithic ruins.

TECNOMED



Tecnomed, a cutting-edge medical and biological center, has chosen MediaSoft.

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MULTISERVICE – ECO



A cooperative association that has relied on MediaSoft's solutions and business tools.

MELTIN'POT – ROMANO S.P.A

MELTIN'POT®

The leading company in the apparel sector has relied on MediaSoft for the development of a sales portal.

CHIRIATTI TOUR



The travel agency Chiriatti Tour entrusts MediaSoft with the creation and management of its portal.

CARTOTECNICA VITELLIO



Cartotecnica Vitellio, specialized in the artisan production of boxes, has chosen the professionalism of MediaSoft.

MEMAR MONTEASSEGNI



Memar, specialized in electronic document management, has chosen to be at the forefront with MediaSoft.

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UNION KEY



The company operating in the transport sector has chosen MediaSoft solutions.

VILLA CONCA MARCO



MediaSoft was chosen for the creation and management of the portal of the well-known Salento farmhouse.

SBV PALLAVOLO GALATINA



The Galatina B1 volleyball sports club relies on the professionalism and competence of MediaSoft.

CLAIM EXPERT



The group that deals with activities related to the management of claims has relied on MediaSoft.

ALBA SERVICE SPA



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Alba Service S.p.A. is a service company in the province of Lecce that has chosen MediaSoft solutions.

GIROSALENTO.IT



The company operating in the tourism sector has chosen MediaSoft's e-commerce solutions.

SASINAE VIAGGI E TURISMO



The leading company in the Salento tourism sector has chosen MediaSoft web applications for its sales channels.

PROVINCE OF LECCE



The Municipality of Lecce has chosen MediaSoft's cutting-edge work for its technological infrastructures.

GRUPPO MONDADORI



The Publishing Group has chosen MediaSoft's cutting-edge work for their magazines.

BFC MEDIA



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Blue Financial Communication (BFC), the leading company in Italy in the media and digital sector, has chosen MediaSoft's cutting-edge work for its magazines.

UNASCA



Unasca has chosen MediaSoft's cutting-edge work for the management of its members.

WELL-WORK



Well-Work has chosen MediaSoft's cutting-edge work for its web platform dedicated to corporate welfare.

CONTINUUM CAPITAL LLC

San Francisco CA - USA (<https://continuumcapital.com/>)

8X8 INC

San Jose, CA - USA (<https://www.8x8.com/>)

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