



PRESS RELEASE

AT "MAKER FAIRE ROME" ACEA ANNOUNCES THE WINNER OF THE FIRST INTERNATIONAL CHRISTMAS ILLUMINATIONS CONTEST FOR 2019

THE MEDAARCH STUDIO TAKES THE TITLE, WITH ITS INNOVATIVE DESIGN "ROMA BY LIGHT ACEA"

Diana del Bufalo and Paolo Ruffini will present the start-ups Pedius and Start Smart at the ACEA stand, along with other highly innovative projects.

Rome, 17 October 2019 – for the sixth consecutive year, **ACEA** is participating as sponsor and exhibitor in **Maker Faire Rome – The European Edition**, the most important family-friendly European initiative dedicated to innovation and the new trends in technology, due to open tomorrow and run until 20 October in the spaces of the Nuova Fiera di Roma exhibition center.

During the Opening Conference of this, the seventh edition, held today in the Guido Reni District, the President of ACEA, **Michaela Castelli**, announced and presented the award to the winner of the international contest **Make Christmas Lights ACEA**. The initiative, promoted by the multiutility in collaboration with **Maker Faire Rome**, aims to identify the most creative and sustainable Christmas illumination design, which is installed in the center of the capital and its fifteen municipalities for Christmas.

The twenty-one designs entered in this year's competition by studios in Italy and abroad were judged by a panel composed of ACEA experts, who assessed the proposals not only based on their aesthetic and creative value, but also and above all on their feasibility and level of innovation and sustainability.

The title was won by the **Medaarch** studio which, with the design **ROMA BY LIGHT ACEA**, will tell the story of the city using the images that have made Rome famous all over the world. The design includes a computerized management system which controls a series of cutting edge LED screens remotely, and a mobile virtual reality App that enables the user to access additional multimedia contents directly from their smartphone. Over 190,000 meters of optical fiber will be installed along Via del Corso, which will be illuminated by 115 spotlights designed to improve on the daily electricity consumption of traditional illuminations by approximately 45%. Medaarch, the project designer, is based in the province of Salerno and has been working in the field of technological innovation since 2007 to create a positive impact on manufacturing, education, work and the future of the cities.

"This year ACEA will again be creating the traditional Christmas illuminations for the center of Rome - stressed the President of ACEA, **Michaela Castelli** -. This year they will be rather different from the previous editions. Indeed, in collaboration with Maker Fair Rome, we launched an international contest of ideas, driven by the concepts of innovation and environmental sustainability: two essential themes on which the participants had to base their work, submitting their creative designs and a feasibility study. Creativity and participation were therefore the cornerstones of the design to be produced. And one of the main new elements of this project, and of this edition of the illuminations, passes through the very criteria with which it was selected.

During the 3-day exhibition, ACEA will also present other initiatives and projects at its stand in Pavilion 8 where students, visitors, makers and startupper can learn about and see the most innovative information technology solutions related to the main industrial sectors of the Group: water, energy and the environment.

In particular, this year the projects **Pedius** and **Start Smart** will be presented tomorrow at 3pm at the ACEA stand by two well-known faces, actress **Diana del Bufalo** and actor and director **Paolo Ruffini**. Pedius is an App that transforms written messages into voice messages and vice versa and it is already used by the Company to enable deaf people to communicate with the call center of ACEA Energia. Instead, **Start Smart** offers virtual and augmented reality services, and for ACEA it has developed an application that allows operators to provide training, in full safety, on the activities performed in dangerous environments. Additionally, thanks to these new tools, an operator can also be guided remotely, enabling them to work safely. They can also be used to produce holographic reconstructions which can be used to simulate repair interventions and heighten the safety of the maneuvers made by the members of the operating team.

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