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TOGETHER WITH UNITUS, BRINGS AI
TO THE CENTER

Testo del comunicato

Please see attachment.



DATRIX GROUP TOGETHER WITH UNITUS, BRINGS AI TO THE CENTER: "AI4FUTURE" IS THE DISSEMINATION EVENT FOR BUSINESSES AND STUDENTS IN CENTRAL ITALY.

Milan, Oct. 03, 2022 - Datrix Group, which has always been keen to promote digital culture and popularization on topics related to technological progress and AI, is organizing an event together with the University of Tuscia and the Alumni Association and the Patronage of Regione Lazio: "AI4Future - AI for businesses, the unavoidable evolution." Participation is free upon registration at <https://datrixgroup.com/ai4future>

In the beautiful setting of the **University of Viterbo**, between the Aula Magna, the Auditorium and the Cloister of Santa Maria in Gradi, some of the most authoritative voices on the topic of Artificial Intelligence will gather together with institutions and businesses in the area, as well as students of the University.

The event aims to be the point of reference and comparison for companies and students from Central Italy, who intend not only to approach Artificial Intelligence as a subject of study, but also to understand its specific potential for their company, their business, their career.

To do so, it is necessary to know the current and future scenario of technology development, to fully understand its risks and opportunities, so as to identify the possible solutions best suited to one's needs.

The conference was created as a moment of training and debate aimed at making professionals, managers and students understand what could be the advantages, opportunities and criticalities in dealing with an Artificial Intelligence project, also analyzing real projects and real cases of application.

We'll talk about very hot topics such as privacy, the transfer of consumers' personal data, ethics and its relationship with technology, customer loyalty, the value of alternative data, AI for SMEs and the digital factory.

Moderator of the event will be Luciana Maci, Editorial Coordinator of EconomyUp, while speakers will include exceptional names from the corporate and technology world, such as Piero Poccianti, former President of AIXIA, Gianna Martinengo, President of Women & Technologies, and Stefano Gatti, author of 'The Culture of Data', as well as several speakers from the Datrix Group, University and local Institutions.

"In recent years, the Artificial Intelligence scenario is evolving enormously in Italy, not only in Milan. That's why, in collaboration with the University of Tuscia, we conceived this conference dedicated to AI, which focuses on the potential of Central Italy," comments **Fabrizio Milano d'Aragona, CEO of Datrix Group.** *"Datrix focuses on internationalization but also on the territory, because the one*



cannot exist without the other, the other-from-itself cannot exist without knowing perfectly the self, who we are and where we come from. This for us is at the heart of the concept of Human Intelligence, of which Artificial Intelligence is an enabler, an amplifier, not something that replaces but something that enriches, speeds up, empowers."

These themes will be joined by moments dedicated to students, with an entire afternoon of full immersion on European Research Projects that use Artificial Intelligence, a workshop themed "AI4U," where they will be involved in AI-based streamlining of the processes they experience every day, and an in-depth look at the Professions of the Future with the opportunity to leave their CVs with the companies present.

"Universities must increasingly provide students with those tools that will enable them to adapt to a rapidly changing future of work. As a matter of fact, our University has been setting a path for years to encourage and spread digital culture, including AI as a fundamental element, also through the collaboration with specialized partners and the support of our Alumni", explains Prof. Stefano Ubertini, Rector of the University of Tuscia.

Datrrix

Datrrix is a group of tech companies that develop sustainable Artificial Intelligence solutions (Augmented Analytics and Machine Learning Models) for data-driven growth of companies. Datrrix solutions add measurable value because they collect data from internal and external sources, integrate it, look for correlations, uncover valuable insights and operational information, and suggest actions.

The Group is active in four business areas:

- 1. AI for Marketing & Sales: develops artificial intelligence solutions to increase the marketing and sales performance of companies;*
- 2. AI for Data Monetisation: applies artificial intelligence to data collected by companies in compliance with privacy regulations, turning it into economic value for them;*
- 3. Machine Learning Model Serving: develops transparent and scalable analysis models based on a machine learning algorithmic framework to support organisations in opening new business frontiers;*
- 4. AI for FinTech: develops solutions using unconventional alternative data to improve the performance of institutional and private investors in stock selection, identification of innovative investment themes and ESG scoring.*

Since 2019, Datrrix has also accelerated its growth path through acquisitions in Italy and abroad. The following are now part of the Datrrix SpA Group: 3rdPlace Srl, FinScience Srl, ByTek Srl, Paperlit Srl, Datrrix US Inc. and Adapex Inc. Through its subsidiaries, Datrrix is a technology partner of international consortia for important R&D projects in the financial, biomedical and cybersecurity fields, funded by the European Union and Italy and based on Artificial Intelligence algorithms.

Datrrix operates through four offices in Italy (Milan, Rome, Cagliari and Viterbo) and one in the United States. More at datrrixgroup.com



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