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conference

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Vedi allegato.



DATRIX AND UNIVERSITY OF TUSCIA BRING AI TO THE CENTER: SUCCESS FOR "AI4FUTURE" CONFERENCE

Milan, Oct. 25, 2022 - It took place on Friday, October 21, "AI4Future - AI for businesses, the unavoidable evolution," a conference organized by Datrix Group in collaboration with the University of Tuscia and the Alumni Association, and sponsored by the Lazio Region.

A rich conference of voices and content, which involved more than 200 guests, including speakers, companies and students.

In fact, the evocative setting of the university's Viterbo campus, in the historic premises of Santa Maria in Gradi, hosted a panel of influential professionals from the Italian tech and industrial world, from Lenovo to Enel X, from Banca Generali to Translated, from DiMar Group Spa to Talent Garden. Alongside them were also authorities and institutions-such as the Chamber of Commerce of Rieti and Viterbo, the Province of Viterbo and Federlazio-area businesses, students from the Athenaeum and high schools in the city and neighboring municipalities.

Moderated by Luciana Maci, EconomyUp's editorial coordinator, the speakers recounted all kinds of possible applications of artificial intelligence, their practical cases in business, from manufacturing to Telco, from SMEs to digital services giants, and even talked about ethics, sustainability, skills and privacy.

"Most of our decisions are the result of so-called fast human thinking: they are based on effective "expert insights" and often work; in emergency situations reacting quickly is crucial. But fast thinking does not know how to assess risks and probabilities well, and our decisions are therefore not always appropriate," began Piero Poccianti, former president of Aixia. "In this sense, AI comes to our aid, but to determine its effects we must always understand the context, define the resources we have available, set goals and understand the constraints.

"Huge opportunities open up with AI, but its quality and value depend on the human component, the ability and competence of the people who develop, implement and use it. Let the algorithms do their job, under our control, and let's find ways to develop and specialize in all those activities in which the human being is still superior, to give birth to a factory environment different from the past, where pure manual activity gives way to higher profile activities," Massimo Chiriatti, Chief Technical & Innovation Officer at Lenovo and author of the book "Artificial Unconsciousness," echoed him.

"The fields of application of AI are also multiplying in the factory, which becomes a digital factory, especially for identifying system and industrial infrastructure risks. It opens the way for predictive maintenance, which makes it possible to overcome the two major disadvantages of scheduled maintenance: a replacement of components too early, which is unprofitable, or one, on the contrary, too late, which is too risky," explained Enrico Zio, President of Aramis.

"Modern IT is social, as it is able to apply technology to the resolution of socially relevant issues, such as Medicine and literacy for access to information. It therefore supports sustainable



development, and it is essential to continue to cultivate in people all those skills, cognitive, achievement, relational and managerial, that can promote a true complementarity between human and machine potential," continued Gianna Martinengo, Founder & CEO of Didael KTS, President Women&Tech® ETS, Member INAB @STOA (EP).

"AI is part of an almost renaissance scenario: knowledge is mixing, professions are hybridizing, and it can be talked about with completely different approaches and backgrounds. This is one of the reasons why I think that whatever path of study is done, AI is something to be studied in depth and studied," added Paolo Dello Vicario, CEO of ByTek, martech company of the Datrix Group. "Living immersed in this revolution is a great opportunity. Being able to do it without being overwhelmed by it but looking at things in perspective is the real challenge. This opens up huge possibilities for those entering the world of work today, because most of the professions of the future have not yet been invented."

Strong, in fact, was the involvement of college and high school students, who were able to talk about "professions of the future" and participate in a workshop on the practical application of AI in their daily context: "AI4U" was a contest to bring young professionals of the future to think about how to make the University's own processes more efficient through technology and machine learning.

"At the heart of the relationship between AI and business, at the beating heart of this inescapable evolution is a fundamental assumption: AI is Augmented Intelligence-an exceptional sustainable accelerator of Human Intelligence, but never a substitute. What will always increase is the potential and power in people's hands. AI is the tool through which professionals are able to improve the quality of what they do by leveraging a very large amount of different data. As day-to-day work becomes more and more effective and faster, those who work can think more and more strategically, inventing and experimenting with new uses and applications to continue to evolve," is the conclusion of Fabrizio Milano D'Aragona, CEO and Co-Founder of Datrix Group.

Datrix

Datrix is a group of tech companies that develop sustainable Artificial Intelligence solutions (Augmented Analytics and Machine Learning Models) for data-driven growth of companies. Datrix 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, Datrix has also accelerated its growth path through acquisitions in Italy and abroad. The following are now part of the Datrix SpA Group: 3rdPlace Srl, FinScience Srl, ByTek Srl, Paperlit Srl, Datrix US Inc. and Adapex Inc. Through its subsidiaries, Datrix 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.

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

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