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Oggetto : SECO to showcase Clea at Embedded World 2025: revolutionizing IoT with interactive demonstrations

Testo del comunicato

Vedi allegato



PRESS RELEASE

SECO to showcase Clea at Embedded World 2025: revolutionizing IoT with interactive demonstrations

Arezzo, February 20, 2025 – SECO S.p.A. (“**SECO**”), a global leader in IoT and edge computing solutions, eagerly anticipates its presence at **embedded world 2025**, taking place in Nuremberg, March 11 – 13, where it will prominently feature **Clea**, its **advanced modular IoT and AI software suite**. Through hands-on developer experiences and live demonstrations, attendees will explore SECO’s showcase of real-time AI, data processing, and industrial applications.

Clea is a modular software suite designed to power robust, production-ready IoT infrastructures, even for the most complex deployments. It enables scalable, cost-efficient field data management, device control, and AI-driven services across multiple industries, including industrial automation, medical, and computer vision applications.

Key components of Clea include:

- **Clea Portal** – An intuitive web-based interface for fleet management, data visualization, app integration, and service monetization.
- **Clea Astarte** – A powerful cloud-based data orchestration engine for real-time IoT data processing.
- **Clea Edgehog** – A device and fleet management platform enabling remote software updates, AI deployment, and containerized applications at the edge.
- **Clea OS** – A secure Yocto-based operating system for edge devices that simplifies industrial device onboarding and management.
- **Clea AI Studio** - A visual programming studio that creates service flows based on multiple large language models (LLMs) to deploy AI-powered applications on edge devices.

With features such as real-time analytics, edge AI integration, secure connectivity, and support for multiple hardware architectures, Clea delivers unmatched scalability and flexibility for IoT-driven businesses.

Engage with Clea through interactive demos

Visitors at embedded world 2025 will have the chance to explore Clea through immersive, hands-on demonstrations.

Clea Dev desk: Explore the user-friendly capabilities of the Clea dashboard through an engaging web interface displaying data flowing from all the demos showcased at the SECO booth. A central screen consolidates all project flows, offering a holistic view of Clea’s powerful tools and flexibility.



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Integration of Clea with NXP® Semiconductors technology: SECO and NXP will showcase the power of Clea on the latest NXP i.MX 95 applications processor, demonstrating AI-driven edge computing and IoT security. At the NXP booth, visitors will experience **a gesture recognition AI application running on the i.MX 95-based SMARC solution with Clea OS**, highlighting real-time computer vision capabilities and efficient AI deployment at the edge. Meanwhile, at the SECO booth, a complete IoT & AI service will be demonstrated, featuring an **edge AI Forecasting People Counter** and the Clea Portal applications designed on Clea AI Studio, offering actionable insights for smart cities and buildings while ensuring low latency, optimized processing, and data privacy. Additionally, SECO will present Clea's advanced cybersecurity and device management capabilities on NXP devices running **Clea OS and Zephyr RTOS**, showcasing OTA updates, EdgeLock® 2GO certificate management, and containerized application deployment.

Clea Vend & Payment Solution: This demonstration collects and analyzes data coming from a SECO single board computer (SBC), the SBC-SANTVEND-MX6, integrated inside a vending machine. Users can select products through a 21.5" touchscreen interface and complete their purchases using a credit card through the SECO's Karl4 or a Nayax payment system, thanks to the recently announced partnership between SECO and Nayax. All collected data is sent from the vending machine (at the edge) to the cloud via an LTE cellular module integrated on the SBC. Through the Clea Vend platform, a cloud-based vending fleet management application, we will present how to perform real-time monitoring, sales analysis, error management, and seamless payment integration—ensuring maximum efficiency, reduced downtime, and an enhanced customer experience.

Clea AI Studio & Clea Edgehog with LLM on Qualcomm® - a demo with voice commands: Thanks to SECO's partnership with Qualcomm Technologies, visitors will be able to interact with Clea AI Studio through voice commands, ask questions like "How many coffees can I make before the coffee runs out?" and receive responses in English or German. The system uses a retrieval-augmented generation (RAG) system that combines an LLM with a semantic search in an optimized, custom-built vector database derived from SECO documentation.

Industrial computer vision with Clea and Axelera Metis AI accelerator: This demo showcases a gesture-controlled user interface (UI) powered by Clea AI Studio and an Axelera Metis AI processing unit (AIPU), facilitating hands-free interaction with industrial interfaces. Designed for touchless control in manufacturing and automation, it highlights the versatility, responsiveness, and AI performance of SECO's edge computing solutions for smart factories and industrial environments.

Clea AI EV Charging Station: At Intel's booth, SECO will showcase the Clea AI EV Charging Station, an advanced solution for managing EV charging fleets, transforming data into actionable insights. It enables predictive maintenance, remote fault correction, smart digital signage, license plate recognition, revenue optimization, and fleet management. Edge-collected data within the charging station is processed with Clea and sent to the cloud for remote monitoring. The system includes SECO's SOM-SMARC-ASL/ADL-N computing module, a touchscreen display, contactless payment terminal, and AI-powered digital signage for personalized advertising.

In addition to these interactive demos, SECO's experts will deliver a series of insightful **speeches and presentations** during the event, covering key topics such as IoT innovation, AI edge computing advancements, Clea's transformative impact on industry, and Clea AI services.

SECO invites all attendees to visit **Hall 1, Booth 320 at embedded world 2025** to experience Clea firsthand and learn how this modular IoT platform can revolutionize operations across industries. Visitors can expect to explore interactive demos, connect with industry leaders, and see how Clea enhances business innovation.



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SECO

SECO (IOT.MI) is a high-tech company that develops and manufactures cutting-edge solutions for the digitalization of industrial products and processes. SECO's hardware and software offerings enable B2B companies to easily introduce edge computing, Internet of Things, data analytics, and artificial intelligence to their businesses. SECO's technology spans across multiple fields of application, serving more than 450 customers across sectors such as medical, industrial automation, fitness, vending, transportation, and many others. Through live monitoring and smart control of in-the-field devices, SECO solutions contribute to low environmental impact business operations via a more efficient use of resources.

For more information: <http://www.seco.com/>

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