



## ETT S.p.A. - Company Profile

### NEW MEDIA

ETT S.p.A. ([www.ettsolutions.com](http://www.ettsolutions.com)) is a **Digital and Creative Industry** specialized in technological innovation and Experience Design. It was established in 2000 and it currently employs over 100 people between Genoa headquarters and various offices in main Italian cities and in London. ETT has been active for years in the **New Media sector**, for which it creates **innovative applications** exploiting the potential of new technologies in contexts related to **edutainment, culture, tourism, communication and marketing**. It combines original design, storytelling and cutting-edge technologies to create engaging experiences for museums, corporate and public spaces. In this field, since 2008 it has over **1000** multimedia installations in about **100** museums and private customers, for a total of **over 3.5 million visitors**.

#### Among the main achievements in the field of Smart Tourism and Cultural Heritage:

- **"Ars Excavandi"** exhibition that opened **Matera 2019 European Capital of Culture**. Visitors take part to an immersive excursus into the history of underground art and relive the magnificence of the excavated architecture
- **"L'Ara com'era"** project which allows visitors to immerse themselves in the history of the **Ara Pacis in Rome** thanks to Augmented and Virtual Reality
- The new Videoguides are available in six languages at some of the **Museums** in the **Municipality of Rome**, completed with experiences in augmented reality and 360-degree photos of the museums.

Some other experiences and projects carried out by ETT: Mercati di Traiano, Palazzo Braschi, Triennale di Milano, Theatrical Museum at La Scala in Milan, Fondazione Modigliani, Fondazione Casanova, Fondazione Prada, Galleries of Academy of Venice, Aquarium of Genoa, National Army Museum of London, Lamborghini, Bulgari, Mercedes, BMW, Canon, Samsung, etc.

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