

COREPIXX

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Booklet Success Stories



Corepixx S.r.l. is part of ETT Group

UNFOLD **YOUR**_EXPERIENCE

OUR SERVICES

Digital Strategy
Interaction Design
Software Development
Product Design
Manufacturing
Installation

BOUTIQUES

Seoul
Tokyo
Guangzhou
Taiwan
Shanghai
Milan

LVMH Acqua di Parma Fragrance Finder

This interactive “Fragrance Finder” installation lets users explore the world of Acqua di Parma and find their ideal fragrance. The installation has a screen, together with three ampoules fitted with electronic sensors and 30 fragrance flasks. Clients touch the ampoules and answer a sequence of questions designed to create their profile. After this digital journey, the screen will show an animation creating the fragrance in the laboratory while the most suitable fragrance lights up on the installation. By lifting it, it will be possible to smell the suggested fragrance for a highly personalized purchasing experience.



**Award-winning, magical
Fragrance Finder: 100%
success rate in identifying
the perfect fragrance**



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TECHNOLOGIES

Digital Signage

PLACE

Worldwide

PRADA

Digital Signage

The Prada Digital Signage project is a platform managing the distribution of audio-video playlists on about 200 devices in Prada Worldwide stores.

The new platform allows Prada to manage and control the flow of data and information from its headquarters, as well as personalising and relocating some software management features to local stores. In addition to the design and software management support, we took part in the creation of a global hardware supply network.



**An innovative
worldwide platform for
the international brand**



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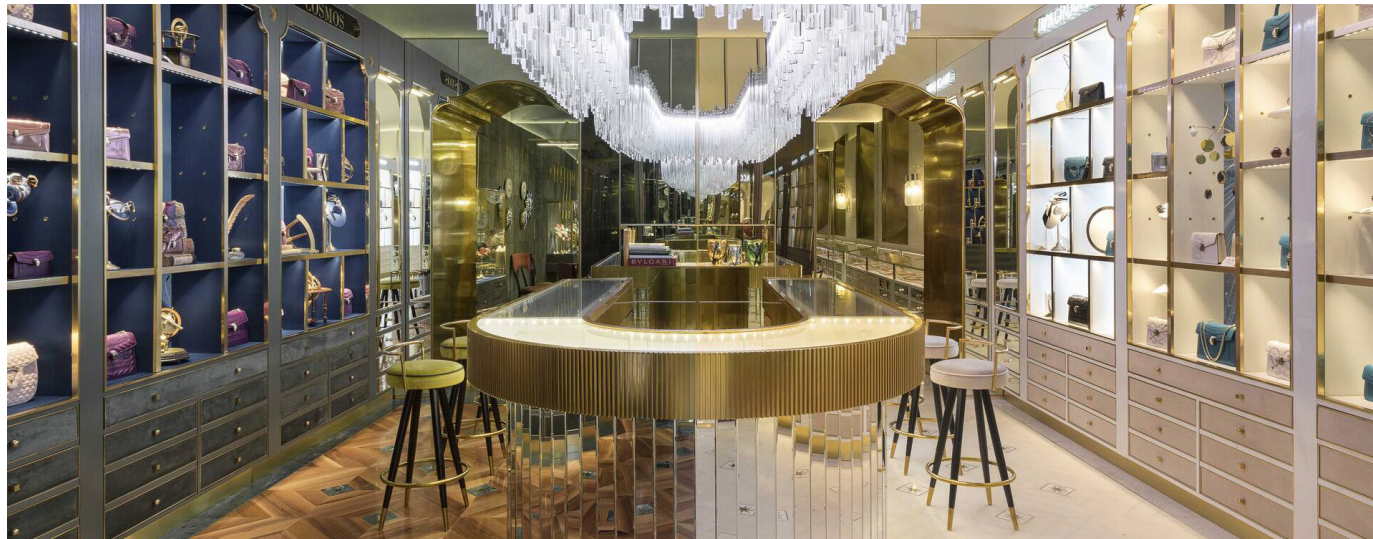
BVLGARI Bulgari New Curiosity Shop Rome

OUR SERVICES

Interaction Design
Digital Strategy
Content Production
Gamification

TECHNOLOGIES

Touch Technology
Digital Signage



A new multimedia store, where luxury and technology meet and merge, creating a unique and innovative concept of digital interaction in a boutique

For the opening of Bulgari's New Curiosity Shop, right in the centre of Rome in Via dei Condotti, we created the multimedia fit out, including an interactive touch counter on which customers may browse and discover the world of Bulgari and its collections (Jewels, Watches, Accessories, etc.). There are also shelf displays, large 98-inch vertical monitors fitted into the shelf space, showing striking theme videos relating to the products of this Roman brand.

CIRFOOD

Improves the Food Experience Thanks to Digital

OUR SERVICES

Digital Signage
Installation
Customized Software
Production Design

TECHNOLOGIES

Digital Signage



CIRFOOD implements a digital and centralized system for reporting allergens in meals

CIRFOOD is a leading company in collective catering and is currently active in Italy. Corepixx has created for the company a centralized digital signage system that involves the use of an interactive kiosk equipped with software that signals the presence of allergens in meals installed in the canteens managed by the group. An easy and intuitive system that not only helps users in choosing the most suitable menus, but also allows centralized management that allows updates in real time.

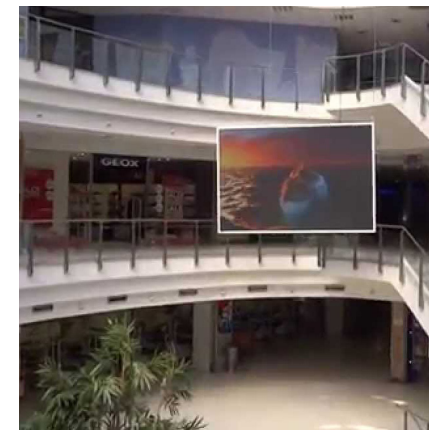


Comark Digital Signage IGD

We were responsible for the transport, installation and testing of thirty LED-walls, along with the software content managing and updating system. IGD screen content can now be independently, quickly and intuitively updated and modified. We also look after assessments at the shopping centres indicated by IGD in order to identify the suitability for LED-wall installation, and estimate the number of screens needed to communicate with customers and visitors in an effective and impressive way.



Domestic supplies and digital signage



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OUR SERVICES

Digital Strategy

PLACES

Franciacorta Village
Mantova Village
Valdichiana Village
Palmanova Village
Puglia Village

Multi Outlet Digital Changes Shopping

Effective and integrated communication is even more important when spaces expand and we no longer speak only of individual shops, but of real fashion villages such as outlets that offer a plurality of services within them. Franciacorta Village, Mantova Village, Valdichiana Village, Palmanova Village, Puglia Village are the outlets that we equipped with an outdoor digital totem system, taking care of their supply, installation and centralized content publishing system.



A centralized system allows effective communication



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OUR SERVICES

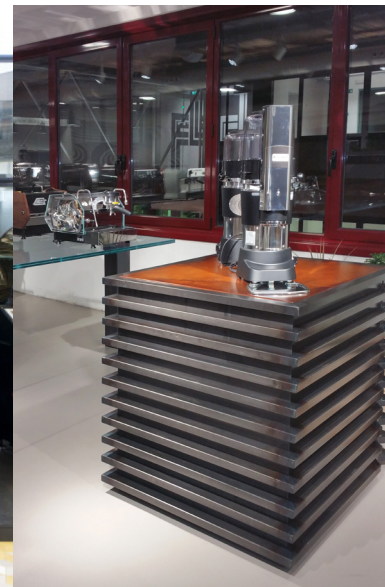
Digital Strategy
Installation
Customized Software
Production Design

TECHNOLOGIES

Digital Signage
Touch Technology

Interactive Virtual Showroom the Wow Effect

La Marzocco, founded in 1927, has always specialized in the production of high-end handcrafted espresso machines. For the historic Florentine brand Corepixx he oversaw the digital set-up of the new company showroom. An interactive table with a customized design was created, accompanied by a software for the presentation of company contents which provides for the return of the same on a video wall consisting of 9 displays. An attractive solution to communicate the values of the group in an effective way.



**How to communicate brand
values: a new captivating
way for La Marzocco**



A Digital Full-Immersion to Enter the World of La Molisana

OUR SERVICES

Digital Strategy
Installation
Customized Software
Production Design

TECHNOLOGIES

Digital Signage



La Molisana focuses on digital to attract customers to its Temporary Store in Milan and Rome

Synonymous with quality since 1912, La Molisana is a historic Italian pasta brand. Set up by Corepixx, the its temporary store is a real outpost of the territory of origin that projects visitors directly 730 meters high where the mill and the pasta factory are located, offering an immersive experience in the different stages of the product. The showcase monitor with a game software creates engagement and promotes the brand's packaging and products.

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MUSEUMS & ATTRACTIONS

OUR SERVICES

Digital Strategy

TECHNOLOGIES

Digital Signage
Touch Technology

Heineken University of Beer

For the new opening of the University of Beer, ETT provided a series of technological solutions to complete a project for Heineken Italia. Within the Milan area, various multimedia tools were laced to enhance co-working and lesson interactivity, thereby improving the school experience and increasing student and visitor engagement.



**The brand new multimedia
tools for the Italian
University of Beer**



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RETAIL

OUR SERVICES

Lift and Learn System
Software Development

TECHNOLOGIES

Sensors

Wine storytelling the Schenk Case History

Schenk Italian Wineries is one of the most significant wineries nationwide, boasting a network of wineries for the production, vinification and sale of wine with offices throughout Europe. Corepixx has created a customized lift and learn system to support the staff of the wine point and to allow customers to acquire all the information on the products of interest through targeted storytelling. Through an integrated sensor system, the system reads the barcode of the bottle and allows the customer to view the content related to the product chosen with all the relevant information also in different languages.



A simple and intuitive system that supports sales staff and improves the customer experience through targeted storytelling



OUR SERVICES

Digital Strategy
Interaction Design

TECHNOLOGIES

Touch Technology

McDonald's Digital Installation

McDonald's new McDelivery service has been installed at three digital bus/tram stops on the IGPDcaux route in Milan thanks to an urban interaction campaign that allows people to order food from their nearest McDonald's and get it delivered to their stop. People could order food using one of the touch screens in Piazza Lega Lombarda, Largo Cairoli or Via del Burchiello, which is then delivered by Glovo's speedy bike delivery service. A control panel on a tablet in the nearest McDonald's restaurant allows orders to be handled quickly and intuitively thanks to a user-friendly interface.

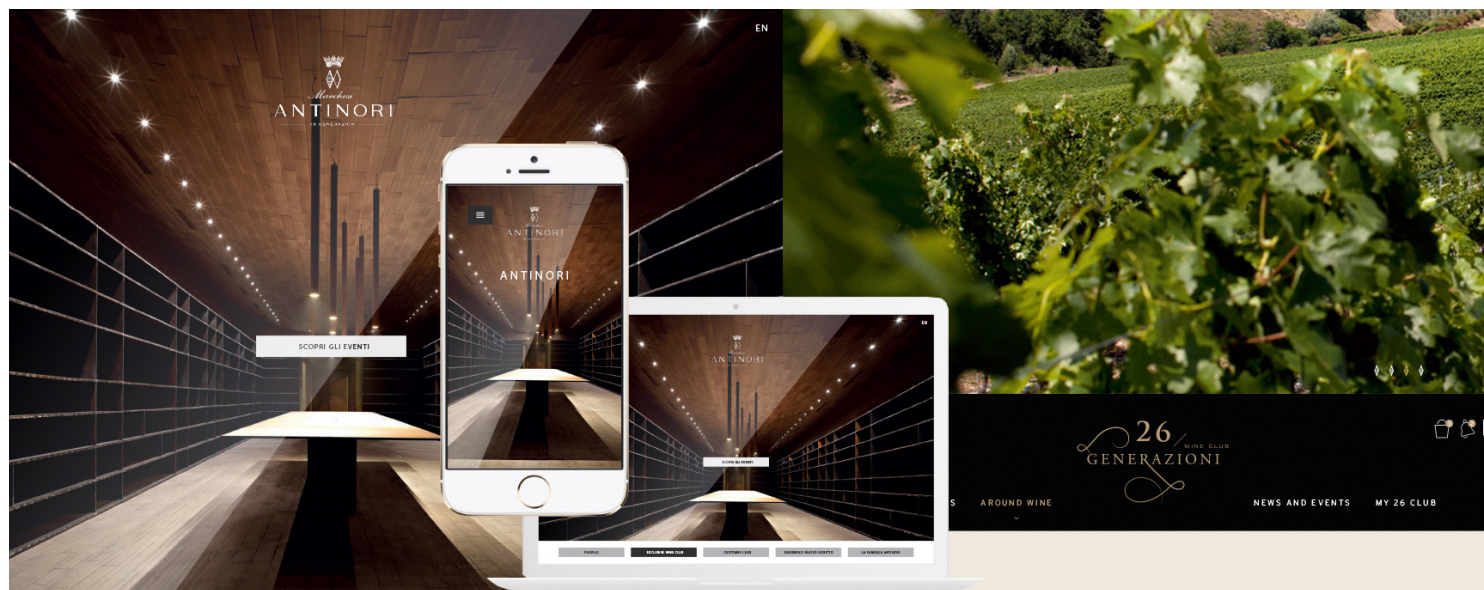


**A new quick and intuitive way
to handle McDonald's orders**



Antinori 26 Generations

Through the creation of a new multi-device and multi-channel web platform for Wine Club 26 management, Antinori has an innovative and exclusive communications channel for selected customers and a network of Antinori brand ambassadors. A comprehensive information system with profiling features and web 2.0 management capabilities will become a powerful data-gathering tool for marketing use when creating customized loyalty programmes.



Create a direct link with the great wine lovers, through an exclusive web platform with dedicated and selected services



Noberasco @Fico

OUR SERVICES

Interaction Design
Product Design
Content Production

TECHNOLOGIES

Touch Technology
Augmented Reality
Virtual Reality



Technological and design exhibition spaces that go hand in hand with the style of the brand

The Noberasco stand, at FICO Eataly World, is completely made of wood and Corten steel and its multimedia units show the company's history of dried-fruit production.

The layout consists of 2 touch-stations with in-depth information on the materials used, 4 Augmented Reality tablets, and a monitor and a VR unit taking visitors on a virtual tour of the production plant.

OUR SERVICES

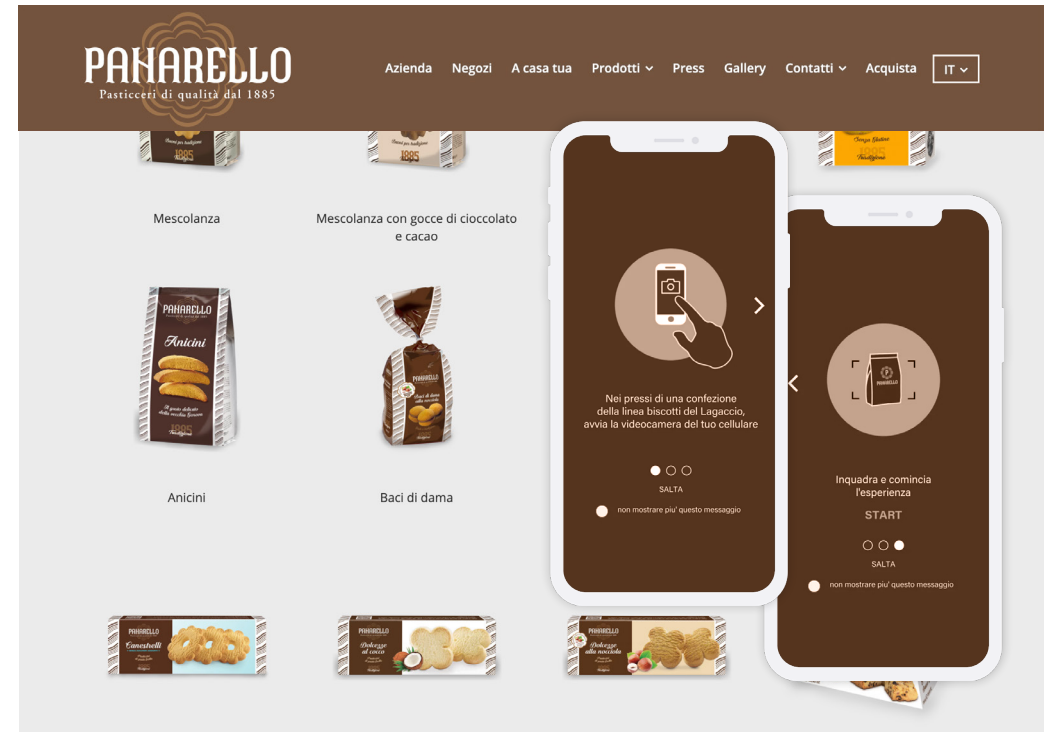
Content Production

TECHNOLOGIES

App Mobile
Augmented Reality

Panarello AR Packaging Stories

For the historic Genoese brand Panarello, a company specializing in the production and distribution of confectionery and pastry products, ETT has created the “Panarello AR” app to display multimedia content and interact with the product packaging. Just point with your smartphone the Panarello logo positioned on the packaging to display a video content containing the secrets related to the products belonging to the Lagaccio biscuits line, starting from their main ingredient, sourdough.



The exciting story
of the brand told
through technology



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Tigotà An Interactive Children's Experience

OUR SERVICES

Interactive Table
Custom Software
Production Design
Installation

TECHNOLOGIES

Touch Technology



Entertainment for children in stores: a strategy that increases brand equity and customer loyalty

A children's corner within a store is a winning strategy to create a pleasant environment while respecting kids, parents and employees. Corepixx has supplied and installed interactive tables for children with customized entertainment software for Tigotà stores throughout Italy. A strategy that allowed to increase customer visits and loyalty and represents a competitive advantage to increase its brand equity.

SEBOYS Interactive Transparent Showcase

OUR SERVICES

Digital Strategy
Interactive Installation

TECHNOLOGIES

Touch Technology



S
SCUDERIA 1918



Just one tap away for the online store in the new showcase

For the historical Italian brand “SEBOYS” a new interactive showcase completely transforms the shopping experience, connecting the physical store with the online one. Inside the showcase the Scuderia 1918 shoe is absolute protagonist. Next to the shoe a video on a touch monitor enhances the product by telling its story. By touching the monitor, visitors can directly access the online store, where they can browse freely. We collaborated on the creation of the video, supplied the touch monitor and worked on the entire showcase design.

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OUR SERVICES

Travelling Exhibition
Digital Strategy
Interactive Design

TECHNOLOGIES

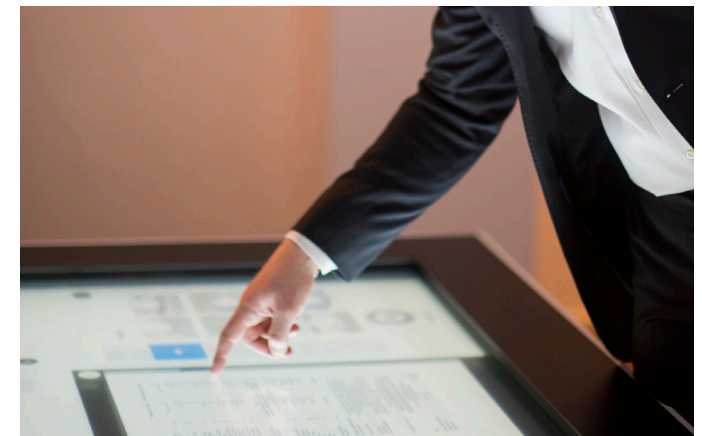
App Mobile
Augmented Reality
Touch Technology

BMW Electrify You & Press Events

We are technological partner of BMW Italy's main communication agency Prodea Group. This partnership enabled us to provide technological solutions for press events, such as the launch of new BMW Group products (Mini – BMW – Motorrad). A mobile App now allows users to experience Augmented Reality and Beacon technology while receiving product information and press conference news; interactive tables let journalists create content wish-lists. We also built the stand's interactive units that presented the new electric cars during the travelling event "BMW ElectrifyYou".



**Innovative and engaging solutions
to present the Brand to the world**



LuisaViaRoma Shopping is Phygital

OUR SERVICES

Interaction Design
Product Design
Software Development
Installation

TECHNOLOGIES

Digital Signage



The Interactive Shop Window that integrates e-commerce within the customer experience in store

The historic Fashion Luxury brand LuisaViaRoma, already a pioneer of the arrival of fashion on digital platforms, decided to integrate its marketing strategy also within its iconic Florentine boutique. The wall displays connected to the brand's e-commerce are perfectly integrated with the design of the environment and constitute an interpenetration between physical and digital that not only provides valid sales support to in-store employees, but also allows customers to access the vast catalogue of online e-commerce in the boutique.

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OUR SERVICES

Software Development
Product Design

TECHNOLOGIES

Touch Technology

Loro Piana Fashion and Tech Design is Tailor-Made

For the headquarters of the historic luxury fashion brand Loro Piana, we created an interactive table customized in design and finishes. The device, in addition to integrating perfectly into the environment thanks to the customizations made, provides customers and visitors with an interactive and emotional experience that enhances and effectively communicates the values of the brand.



A customized
interactive table



OUR SERVICES

Interactive Installation
Content Production
Digital Strategy

PLACES

Worldwide

Moleskine Interactive Discovery Table

Moleskine is a global brand bringing back to life the legendary notebook used by artists and thinkers over the past two centuries. Moleskine's London and San Francisco flagship stores approached us to create an engaging way to tell customers about their new digital products: Evernote Business, Livescribe Notebook and Smart Notebook, which let you instantly turn hand-drawn sketches into fully workable digital files. Customers can now simply place the product they are interested in on top of our touch screen to get information and useful tips.



An interactive table for
communication, analysis
and support for the sale of
moleskine plus products



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Maserati Luxury Digital Communication

OUR SERVICES

Interaction Design
Product Design
Content Production

TECHNOLOGIES

Touch Technology



Technological and design exhibition spaces that go hand in hand with the style of the brand

As part of the Maserati Summer Experience in Sardinia and the Geneva Motor Show, we provided Maserati with a multitouch table from the Luxury line for the set up of its exhibition spaces. Not just a fashion object with a personalized and captivating design, but a powerful tool for communication and interactivity on a collaborative level.

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OUR SERVICES

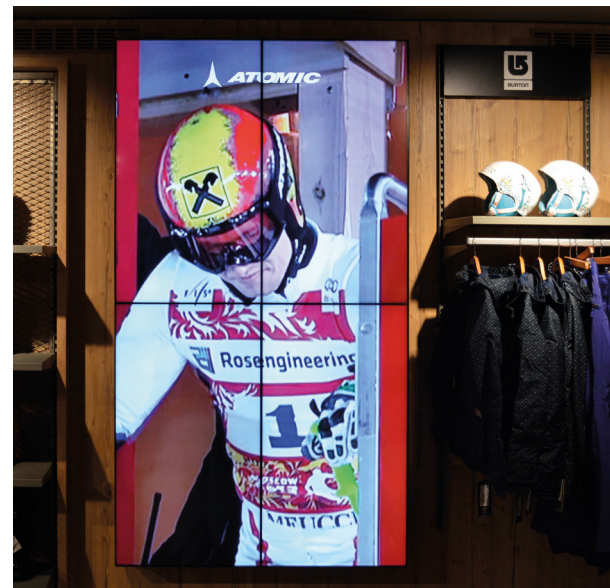
Digital Strategy
Software Development
Installation

PLACES

Bolzano
Brunico
Innsbruck
Merano
Padua
Peschiera
Pordenone
Trento
Treviso
Udine

Sportler Digital Store System

For Sportler, we took care of several digital set-ups in store to maximize the communicative impact of the brand and engage customers at a new level. Videowall, Artwall, interactive Kiosks, Lift and Learn systems, Digital Signage with centralized management: a concentrate of technology that improves the customer experience, facilitates the work of the staff to communicate coherent and shared contents through a centralized management platform to enhance the values of passion and quality transmitted by the brand.



Digital store setup
with customized
Digital Signage



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OUR SERVICES

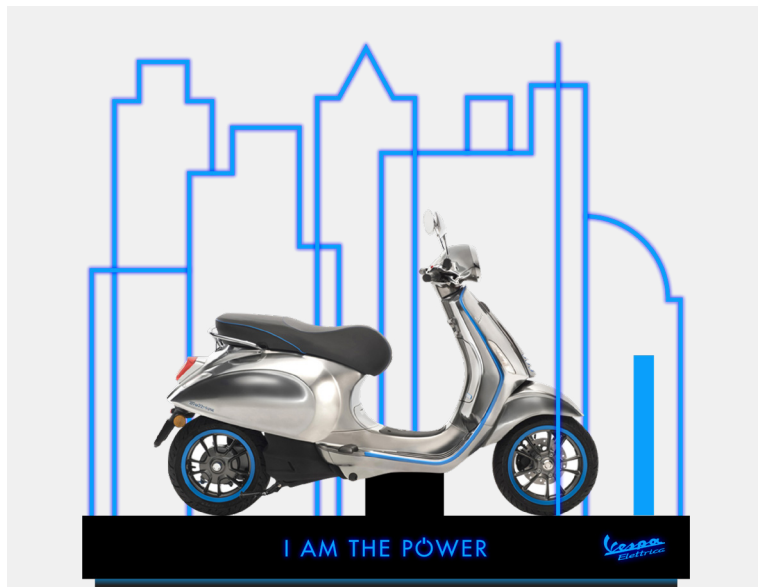
Digital Strategy
Interactive Installation

TECHNOLOGIES

Sensors

Electric Vespa Interactive Showcase

A system of LED strips enhances the exhibition space. Light flows like water through the strips, taking on the colouring of Vespa Elettrica trims. When starting to move, the software records roller movement and intensifies the light on the platform. The trail of light goes through the vertical elements and illuminates the whole area, creating a discreet but effective lightning choreography and maximizing the emotional impact of Italy's most famous and loved scooter.



A new showcase giving a fresh look to sales outlets and Vespa visitor centres



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Gattinoni Travel Network

Technology for Branding and Communication

OUR SERVICES

Custom Design Kiosk
Custom Software

PLACES

More than 150
throughout Italy



All the devices of the agencies affiliated to the network are managed through a content release system

When aesthetics, technology and functionality come together, Digital Signage solutions are born, such as the one for Gattinoni Mondo di Vacanze travel agency network. In collaboration with their marketing office to support their entire communication, we installed more than 150 devices throughout Italy that testify the success of the project. We created a totem that achieves two basic objectives: communicating the corporate identity by incorporating the brand logo in its design and spreading marketing content in real time on the devices of the affiliated agencies through a centralized management system.

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Demeneo Digital Signage Platform

OUR SERVICES

Digital Strategy
Software Development
Installation

PLACES

All Over Italy



Customized and centralized Digital Signage system for chain of stores

For the chain of Optics Demeneo we created a digital signage system through the installation of both professional indoor displays and high brightness displays for showcases, all correlated by a centralized content management system to make the communication of the brand consistent, effective and 24/7. In this way, we have been able to improve the customer experience and promote its brand equity.

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RETAIL

OUR SERVICES

Digital Transformation
Product Design
Installation

PLACES

All Over Italy

B&M Optikal

Digital set-ups for the Store Chain

For the famous Italian optical chain we oversaw the outfitting of the points of sale through advanced digital signage solutions. A display built into the consulting area table allows direct access to the company management system. Informative displays and a strong impact video wall are integrated into the furnishings to entertain customers and inform them at the same time about current promotions in an engaging and effective way. A showcase totem to attract customers into the store through captivating multimedia content.



Optics as you've never
seen it before: a new
digital concept



BVLGARI Bulgari Dream Machine

OUR SERVICES

Interaction Design
Software Development
Augmented Reality
App Design
Content Production



COURTESY BY BVLGARI



The new luxury machine telling the future of retail

Dream Machine is an automatic luxury machine, providing visitors with an innovative and unexpected luxury experience. Clients and visitors can discover the brand and select products through a touch screen. They also can try them on in real time thanks to the Virtual Try-On technology. Moreover, clients looking for rings will find their perfect size through an integrated Biometric Scanner and they will get a personalized service: a message, a gift and a special packaging. ETT took care of the design and software development that guarantees the functioning of the Dream Machine and ensures stability and security.

OUR SERVICES

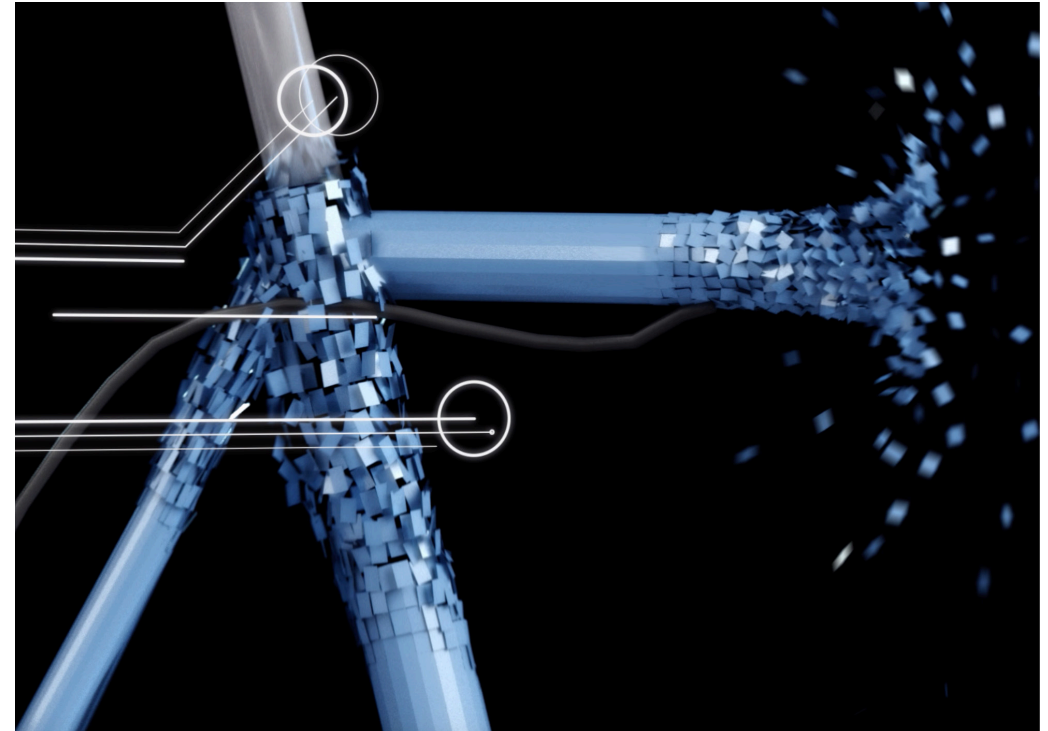
Multimedia Installation
Content Production
Interaction Design
Virtual Reality
Service Design
Digital Transformation

TECHNOLOGIES

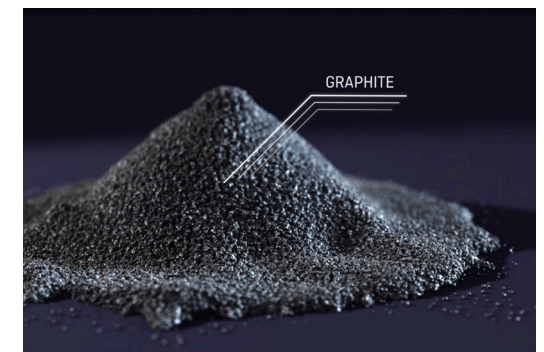
Virtual Reality
NFC

BeDimensional Graphene Digital Film

BeDimensional is in charge of producing graphene and other two-dimensional crystals on an industrial scale while maintaining a high product quality standard. ETT has designed a technological stand in full line with the BeDimensional style for MECSPE Fair 2019. An interactive showcase, monitors with 3D technical reconstructions, backlit light boxes and augmented reality will be the protagonist technologies of this space that stands out and gives spectacularity to graphene, “wonder material”, focus of the company’s activity.



**Innovative technologies
to give spectacularity to
graphene, the “prodigious
material”**



COREPIXX

MUSEUMS & ATTRACTIONS

OUR SERVICES

Digital Strategy
Video Production
Interaction Design

TECHNOLOGIES

Touch Technology
Immersive Projection
Virtual Reality

Tempio del Brunello Opera Laboratori Fiorentini

A single narrative thread unites the environments of Tempio del Brunello inside the former convent of Sant'Agostino in Montalcino. A conceptual and emotional crescendo accompanies the visitor in the discovery of the peculiarities of Brunello di Montalcino and the territory in which it is born, of the work and passion that distinguish the protagonists of its history and its future evolution. Thanks to the narration of the close and constant bond with the territory of Montalcino and the hills that surround it, the visiting experience becomes a continuous dialogue between the visitor and the atmospheres.



**An immersive and emotional journey
to discover one of the most famous
red wines of the world**



OUR SERVICES

Digital Strategy
Interaction Design
Software Development
Product Design
Manufacturing
Installation

BOUTIQUES

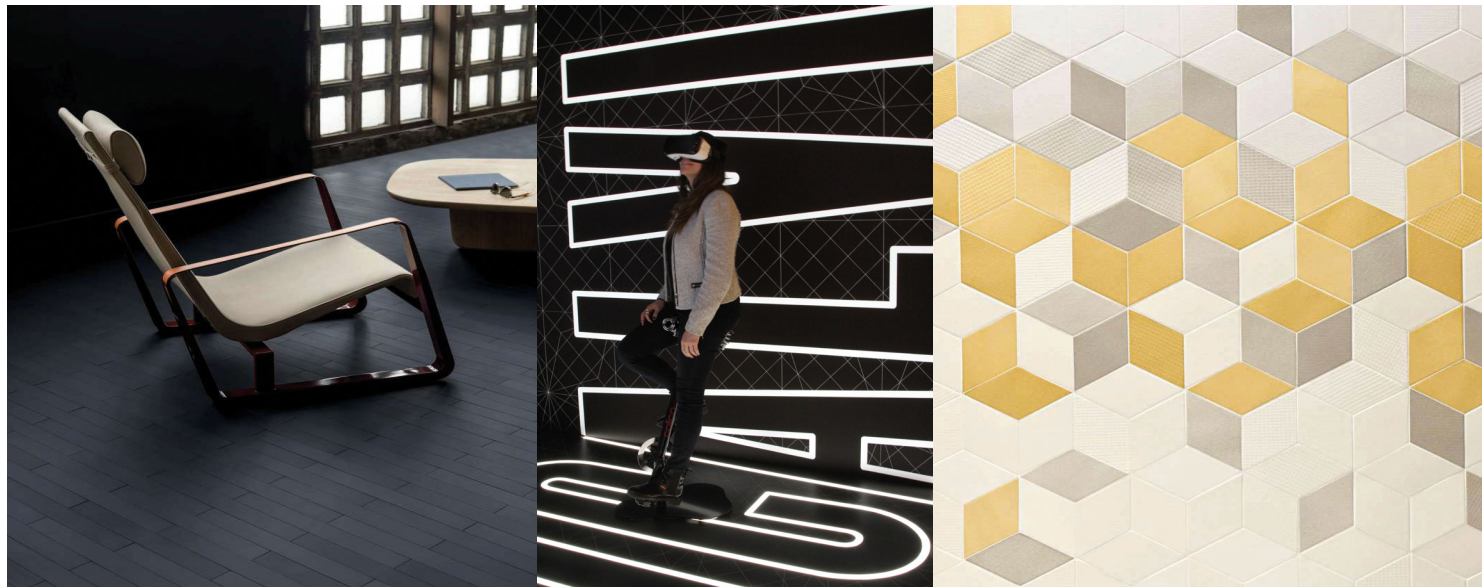
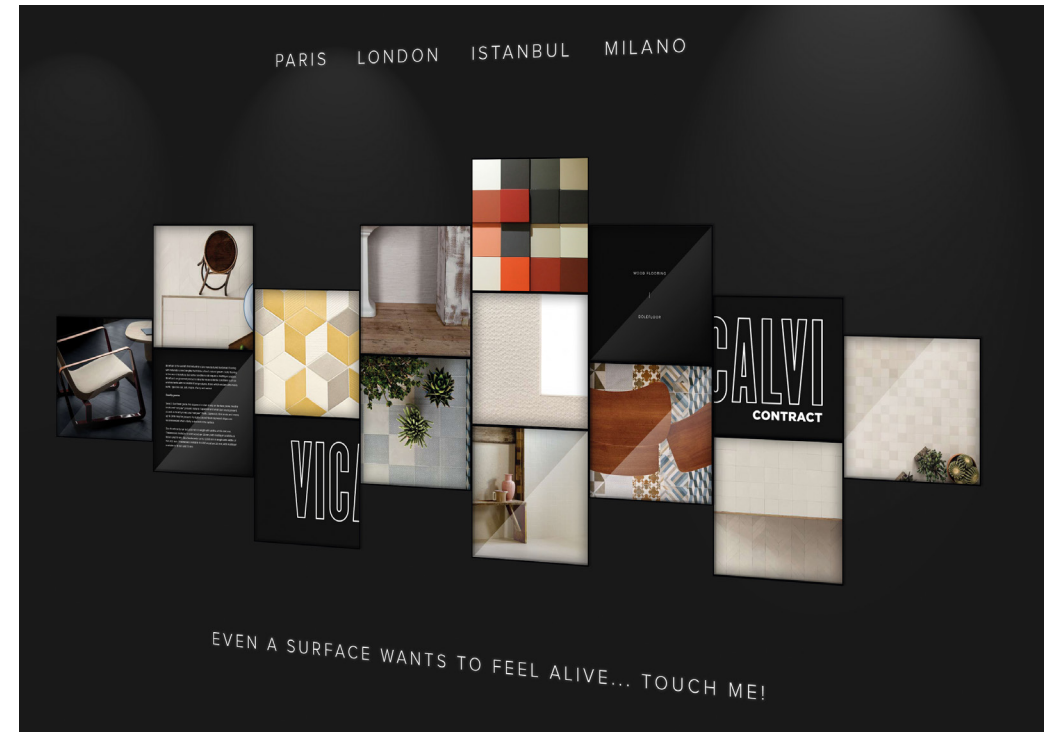
Rome
Milan
Shanghai
London
Paris

Vicalvi Contract

Vicalvi Showroom

London

The exhibition space was completely designed and built to host Vicalvi products at the Surface Design Show of London. The company, producer of an innovative selection of floors, walls, bathroom and spa furniture, has entrusted ETT to the realization of a highly technological stand inside the fair, which would allow the public to interact with the innovative coating materials for floors and surfaces presented, deepening their origin and uses. You just need to touch the material of interest to be able to read the details on the monitor, and access to a slideshow dedicated to places in which it was used.



A highly technological stand for the Surface Design Show

