

DIGITAL MAGICS PALERMO LAUNCHES MORPHEOS, THE STARTUP DEVELOPING MOMO: THE DOMESTIC ROBOT EQUIPPED WITH ARTIFICIAL INTELLIGENCE

Morpheus is the first Sicilian startup of Digital Magics Palermo, the Sicilian offices of the incubator listed on the Stock Exchange. The goal of Morpheos with Momo is to make safer and more comfortable homes, based on the habits of those who live in the house

Momo adjusts the intensity of lights and domestic temperature, identifies levels of gas and smoke, requests for help, thanks to technological sensors that are able to recognize voices and human faces, objects and sounds

Palermo, February 22, 2016 - Digital Magics Palermo launches **Morpheus**, the innovative startup from Catania that is developing **Momo**, the **domestic robot** equipped with **artificial intelligence** that can adjust the intensity of lights and domestic temperature, detect gas levels and recognize requests for help.

Digital Magics Palermo is the Sicilian headquarters of **Digital Magics**, *business incubator* listed on the AIM market of Italian Stock Exchange (symbol: DM), opened in Palermo in collaboration with the partner company **Factory Academy**. Digital Magics Palermo enters Morpheos share capital – with a share of 10% of the company (Digital Magics 5%, Factory Accademia 5%) – and support the innovative startup in the strategic and technological development through its incubation services. **In 2015 Morpheos won the ban Smart & Start Italia and obtained a 828,200 Euro loan.**

Momo is a **smart home device** with **sensors for environmental monitoring** managed by an artificial intelligence system. Thanks to the **advanced proprietary technologies**, Momo manages to analyze his surroundings by recognizing faces, objects and sounds, it "adjusts" rooms according to the mood and needs of the owners by creating safer and more comfortable environments.

Momo identifies specific sounds like the cry of a child, the cry for help of an elderly person or the breaking of a glass. During the time when the children are asleep, for example, Momo reduces the volume of sounds that may disturb them or in case of a domestic accident, it alerts via messages or alerts by phone. When in a room there are many people, Momo autonomously lowers the temperature or, if a person is sitting on the couch reading, Momo adjusts the lights in order to facilitate the reading.

Momo **requires no configuration or setup**, it's sufficient to plug it to an electrical outlet and Momo is already able to easily manage dwellings or offices. For example, Momo is able to control the switching on and off of electronic devices, the management of domestic installations, TV and stereo systems and devices connected to the electric current and/or accessible via WiFi or Internet.

Edoardo Scarso, Founder and CEO of Morpheos, said: *"Momo is the first product of our startup with which we want to build a smart home to service the needs of those who live in it. When we designed Momo, our 'domesticrобо', we imagined the house of tomorrow, attentive to the comfort and care of Italians, thanks to technology. The entry of Digital Magics Palermo is an important result because it will allow us to accelerate the growth of our company. Together with the incubator, we are already selecting a partner for the realization of the industrial design of Momo."*

Alessandro Arnetta, Founder and CEO of Factory Academy and Partner of Digital Magics Palermo, said: *"After a little over a month after the inauguration of the incubator in Palermo, we are very pleased to have selected Morpheos, the first Sicilian startup that becomes part of our portfolio and our acceleration program. It is a very interesting project for the international value of the product, technologically advanced, and for the proven expertise that characterizes each team member: computer and electronic engineers,*

designers and analysts for the hardware and software development in fields that range from satellite telecommunications, to artificial intelligence and robotics."

Gabriele Ronchini, Founder and Managing Director of Digital Magics for Portfolio Development, says: *"We are very happy to welcome Morpheos in the Digital Magics team. The Internet of Things, and in particular the Smart Home is one of the fields we are focusing on, and on which we strongly believe also for the double-digit growth in Italy and internationally. We are evaluating several startups in Sicily in the IoT sector, but not only, in collaboration with Factory Academy and Alessandro Arnetta and its partners. Sicily is rich in talents and young creators, after Morpheos we will soon be announcing other innovative startups of Digital Magics Palermo".*

This press release is online on www.digitalmagics.com and can be found in the section *Investor Relations - Press Release*.

***Morpheus** is the innovative startup developing Momo, the new domestic robot able to implement functions of home automation autonomously through an artificial intelligence system and a set of sensors and actuators that can detect changes and characteristics of a given environment. Momo is able to adjust the intensity of lights and domestic temperature, to identify the levels of gas and to recognize requests for help. Thanks to advanced proprietary technologies, Momo manages to analyze its surroundings, to recognize faces, objects, sounds, it "adjusts" the rooms according to the mood and needs of owners, creating safer and more comfortable environments. Momo does not require configuration or setup, it just needs to be plugged into an electrical outlet and is already able to manage homes or offices. For example, it can control the activation and deactivation of electronic devices, or it can manage domestic installations, TV and stereo systems and all the devices connected to the electric current and/or accessible via WiFi or Internet.*

***Digital Magics**, listed on AIM Italia (symbol: DM), is an incubator of digital projects that provides consulting services and acceleration services to startups and enterprises, to facilitate the development of new technological businesses. Thanks to the partnership with Talent Garden and Tamburi Investment Partners, Digital Magics has created the most important national platform for innovation for DIGITAL MADE IN ITALY, by offering services for the digital transformation and "Open Innovation" to excellent enterprises, while providing support to innovative startups to create successful projects, from conception to IPO. The incubation and acceleration services offered by Digital Magics are active in the TAG co-working campuses present throughout Italy. Complementary services include investment activities, which have produced over the years a portfolio of 51 investments in startups, scaleups and digital spinoffs with high growth rates. Accelerated companies are flanked by Digital Magics LAB, a team of highly experienced business partners, and benefit not only from the large network of private and institutional investors that support them through "club deals", but also from the many partner companies that support them on an industrial scale.*

***Integrae SIM** acts as a Nomad and Specialist under the AIM Italia Issuers Regulations. For communication transmissions, Digital Magics makes use of the SDIR-NIS circuit, operated by BI Market Services, a subsidiary of the London Stock Exchange Group*

For Further information:

Digital Magics – Press Office

Giorgio Bocchieri – Mail: giorgio.bocchieri@digitalmagics.com

Tel. 02 52505202 – Mob. 334 6853078

SEC Public and Institutional Relations – Media Relations

Angelo Vitale – Mail: vitale@segrp.it

Tel. 02 6249923

IR Top – Investor Relations

Floriana Vitale – Mail: f.vitale@irtop.com

Domenico Gentile – Mail: d.gentile@irtop.com

Tel. 02 45473884

Integrae SIM – Nomad

Mail: info@integraesim.it

Tel. 02 78625300