







Naples, 12-13 december 2018



The boundaries between physical and digital display disappear. The showroom becomes infinite, providing endless exhibition space. It is also continuously modifiable and upgradeable in order to offer personalized services and improve the one-to-one relationship with consumers.

The phygital, multidevice and multiplayer customer journey increases the store turnover by 40% and reduces purchase decision time by 80%.

The system also allows you to both reduce the actual exhibition space and to show an unlimited range of compositions, models, colours and finishes to the customer.