

press release

Bologna, 5 January 2018

Jarvis, the robot of the Bologna-based start-up looota on stage in Las Vegas

The young company, in which the telecommunications company Acantho holds an interest, will be at the world's largest exhibition of consumer technology products with its first creation, a small digital butler that helps users - automatically and remotely - manage the devices of their homes and offices. It is an open, smart and expandable solution designed to make life easier while saving energy, time and money.

The Bolognese start-up looota, in which the telecommunications company Acantho holds an interest, is one of the 10 Italian companies that from January 9 to 12 will exhibit at the Las Vegas Consumer Electronics Show (CES 2018), the world's largest fair of consumer technology products. Selected by ICE-Agenzia with the patronage of the MISE, looota will participate in the first Italian, "Made in Italy - The Art of Technology" mission, with which Italy intends to promote its own path towards innovation, to combine technology, style and design.

looota, in particular, will be present with Jarvis, a small five-sided robot that can "dialogue" with all the devices used in an office or home. Already a winner of a Digital 360 Awards Jarvis transforms homes into intelligent subjects that respond in an integrated, fast and simple way to the needs of those who live in them, under the most modern protocols of the so-called "Internet of Things" (IoT).

A real digital butler, in short, who will land in Las Vegas to show the world what he is capable of. It's really tough to find something Jarvis doesn't know how to do or that he can't learn. Energy saving, safety, entertainment, healthcare: there are so many areas in which it can help. Using a simple app on a smartphone, and remotely, Jarvis can control lights, adjust the temperature of individual rooms, run large appliances such as washing machines and also smaller devices such as sound systems, interact with alarm systems, send messages to warn of gas leaks, flooding, fires, break-ins, and it can also be very helpful for those who have elderly relatives living alone or small children.

Moreover, by selecting some preset modes - such as "good morning", "good night", "in" and "out" - Jarvis acts simultaneously and in a coordinated manner on several devices: with "good morning", for example, it raises the thermostat temperature, turns on the coffee machine and starts playing music; by selecting "out", instead, it turns off heating and lights and activates the alarm system. If intrusions or suspicious movements occur, it sends security camera pictures to the user's smartphone.

Applications don't end there, of course, because Jarvis looks to the future and its technology is designed to interface with devices and services that have yet to reach the market.

USEFUL LINKS

www.acantho.it

www.iooota.com

www.ces.tech

[Discover "Made in Italy - The Art of Technology"](#)

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Jarvis will be available in 2018, with the objective of being a useful tool to simplify the lives of many, helping to save energy, time and money. For all these reasons Acantho has decided to sponsor the project and has become looota's industrial partner. The Hera Group – which Acantho belongs to – has always been mindful of the best start-ups that appear in its area, and thus confirms its strategic focus on innovation, especially when it translates into solutions that, as for the robot designed by looota, take meaningful steps forward in terms of energy efficiency, consumption control, environmental protection and, more broadly, quality of life.

"We are very pleased – says **Luca Degli Esposti, Founder and CEO of looota** – that Jarvis's potential has come to light to the point of offering us the opportunity to participate in the Italian mission to Las Vegas. There is an Italian way for innovation which we deeply believe in and that Jarvis interprets openly and creatively, communicating with those who use it, learning their tastes and habits and thus becoming an additional, active member of the office, of the home, or of the family that hosts it. Cooperation with the other companies – continues Degli Esposti - is also very important to develop the great growth potential of Jarvis: our robot, in fact, can increase the efficiency and sustainability with which resources of primary importance are consumed, such as gas and electricity but it can also raise the value of an increasingly broad set of technological devices, enhancing their functions, bringing them together and giving them, literally, a voice".

"Believing in innovation and in dreams - says **Roberto Vancini, President of Acantho** - means never ceasing to be curious. Ultimately, this is the greatest lesson that comes from a young and fresh business like looota, which we are delighted to work with. Fifteen years ago – continues Vancini – we were among the first to invest in the development of a proprietary ultra-wide bandwidth fibre-optic network: we did so to provide increasingly efficient services to our customers but also because we knew that all this would encourage the development of technologies that could not yet even be imagined at the time. Jarvis is one of them. We are extremely pleased with the awards he is receiving internationally, and I can't wait to see how he will be received by the market."