

## PRESS RELEASE

### STAR7 SUCCESSFULLY PRESENTS TWO INNOVATIVE EXPERIENCES DEVELOPED FOR THE "VIRTUAL REALITY IVECO ACADEMY" PROJECT AT THE HANOVER COMMERCIAL TRANSPORT FAIR

*STAR7 has made its first appearance at IAA TRANSPORTATION alongside IVECO to showcase two innovative experiences for technical and commercial training. Visitors at Europe's leading fair for the sector were excited to try a totally original and engaging way to interact with vehicles, made possible by solutions STAR7 has created for IVECO that harness the power of immersive and augmented reality.*

Valle San Bartolomeo (Alessandria, Italy), 25 September 2022 – **STAR7** (EGM ticker: STAR7) **has made its first appearance at IAA Transportation, Europe's largest trade fair for commercial transport**, where it exhibited **in partnership with IVECO, one of the sector's most prominent brands**. The fair took place in Hanover, Germany, from 20 to 25 September 2022. STAR7, which has worked with IVECO for more than 10 years, provides an integrated range of product-information services, from product and process engineering support to the creation and management of technical and marketing content, translation, printing and virtual experience.

IAA Transportation brought together more than 1,400 exhibitors from 40-plus countries over five days for a fair that has successfully transformed itself into a true technological hub, acting as a **springboard for innovations in sustainable mobility**, with digital solutions that have proved capable of boosting vehicle connectivity. This was underlined by the 2022 edition which not only featured global transport supply chain leaders in the commercial segment, but also influential players in logistics and from across the mobility sector, as well as cutting-edge tech companies and start-ups.

From its position at the IVECO stand, in hall 24 of the Sustainability area, STAR7 presented **two virtual sales and after-sales training experiences**, developed as part of the **Virtual Reality IVECO Academy** project.

The first solution uses a cloud-native, interactive and multi-device platform to allow users **wearing special visors** to undertake **immersive-reality, 3D** technical or commercial **training on the eDAILY and Nikola vehicles**. This form of training developed by STAR7 and coordinated by the IVECO Academy has the advantage of not requiring a physical product, meaning users can immerse themselves in the environment, **rapidly create a digital twin to integrate into the project and then test out features and functionality**. This allows **training** (just one area where the platform's potential can be applied) to **begin before the vehicle actually exists**, reducing the time and costs traditionally associated with sales and after-sales training, making it more sustainable.

**The second solution presented at the Hanover fair leverages augmented reality**. Thanks to a custom-developed native app, the user can **point their device at the physical vehicle to overlay it with a digital version displaying "hidden" internal components** such as the engine, with accompanying informational content.

There was **significant footfall** at the STAR7 stand, highlighting the interest of the sector's leading players in new solutions that exploit the potential of technological innovation. The Hanover fair proved to be a perfect opportunity to **establish new business relationships**, meet customers and suppliers and



discuss (face-to-face, at last) **ideas and future projects** to make transport more efficient and sustainable.

Watch some of the highlights in this [video](#) for a taste of the visitor experience at the fair.

## STAR7

For more than 20 years, STAR7 has served its customers as a leader in the product information sector. Support for product and process engineering, creating and managing technical content, as well as marketing, translation, printing and virtual experience: with its services, STAR7 is able to support the industrial activity of customers throughout the life cycle of the product, from the design phase to after-sales. The hallmark of STAR7 has always been an approach capable of combining specific know-how, technology and overall perspective to offer the best possible solutions to the needs of customers and the global market. This approach has seen STAR7 strike major partnerships with leading international companies, establishing it as a reliable and credible global partner. STAR7 is part of the STAR Group network.  
[www.star-7.com](http://www.star-7.com).

## FOR MORE INFORMATION:

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