

WIB TO ATTEND “UNBOUND DIGITAL”, LONDON

On stage in London, November 25th: the retail revolution that merges physical and digital shopping channels in an innovative and convenient way

Milan, 21st of November – WIB is proud to participate to **Unbound Digital**, the biggest event that brings together more than 800 entrepreneurs, investors and business leaders with the digital startup ecosystems around the world.

WIB is joining a group of 30 Italian young innovative enterprises selected by **Italia Startup** - the Association promoting the global awareness of Italy's innovative entrepreneurship with the international investor and corporate community.

*“For our company to be on an international showcase as Unbound Digital – says **Nino Lo Iacono, Ceo of WIB Srl** - is a great chance to promote our mission to **reinvent retail channels**. London is the avant-garde in innovation and retail, and therefore represents a great starting point to launch our business model which involves an international approach.”*

Thanks to WIB patented technology, retailers can implement new point of sales integrating on-line and digital signage communication, design new profitable formats, reach key commercial areas with low investments and operating costs. WIB, Warehouse In a Box, combines physical and digital sales channels leveraging its patented technology to enable automated sales in the food and no-food segments like grocery, cosmetics, luxury goods, electronics, toys, wines, and so on. WIB Machine is a fully automatic, modular, e-commerce enabled automated store capable of handling hundreds of stock keeping units and a wide product catalogue in different retail segments. Consumers can purchase via web and mobile and picking up their purchases in any moment of the day, 24/7.

*“We have observed the evolution of distribution strategies and the emerging omni-channel models - says **Marco Bicocchi Pichi, Marketing Director of WIB** - and we have designed a new concept integrating the on-line and mobile customer experience and the physical point of sale. Leveraging WIB technologies and solutions, distribution and product brands can deliver a strong value proposition to their customers and reinforce the brand equity.”*

WIB has an IOE (Internet of Everything) based approach enabling retailers to manage remotely all technical and commercial parameters as well as the implementation of advanced sales techniques (dynamic pricing, promotion optimization, etc.). The Embedded Digital Signage Screens, provide a memorable user experience and possibly additional revenue thanks to, info, entertainment, prize gaming etc.

The market launch of WIB model application in Italy has received the interest of leading grocery chains like **Coop**, **Despar** and **Sigma**, that are going to install the first pilot stores in the next two months.

WIB represents a new literature about innovation in retail and digital media, where, for a brand, the sale process become communication at 360°.

INVESTORS AND AWARDS

WIB has received several international awards, qualifying for the Dublin final of the European Business Intel Challenge Europe 2013 and winning the Intelligent Vending Competition 2014 by Intel IoT EMEA; returned to Dublin to participate to WEB Summit November, 2014 was selected among the European startup to attend the Collision Conference in Las Vegas (13, May 14, 2014) confirming its potential in worldwide leading Tech Conferences and meeting point between investors and disruptive startup.

WIB seed funding has been assured by two Italian VC funds, **Vertis SGR** and **Red Seed Ventures** and a consortium of private investors, **16 business angels**, who took part in a campaign of SiamoSoci.com, the most successful equity crowdfunding campaign in Italy raising € 530,000 of capital subscription interest in two days, closing with a current total capital of € 750,000.

ABOUT NINO LO IACONO, CEO at WIB

Nino Lo Iacono is a mechatronic engineer with degree at Polytechnic of Turin and professional background at the Fiat Research Centre. The first idea of his WIB project was born inside the ARCA Incubator, the business research center of the University of Palermo in Sicily, and was supported by two local enterprises.

For further information or additional materials:

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<http://www.wibmachines.com>

<http://unbounddigital.evolero.com/profile/30216/wib>

<http://www.youtube.com/user/wibmachines>