

## Kick-off of Together to 5G, Fastweb in association with Digital Magics seeks innovative start-ups and SMEs to develop the technology of the future together

*The finalist start-ups and SMEs will enter a co-design programme and the Fastweb 5G Laboratory to test their solutions*

*Milan, 22 October 2018* - Fastweb, one of the leading telecommunications operators in Italy, in association with Digital Magics, the most important Italian digital start-up incubator operating throughout the Italian territory, launch **Together to 5G**, the Call for Innovation for start-ups and SMEs within the framework of the strategy designed to position the company as the leading fully fixed-mobile convergent operator by 2020 owing to the future fifth generation network.

The aim of the Open Innovation programme is to create an ecosystem of digital companies and breathe life into a new generation of products, services and business models, which it will be possible to create and perfect owing to 5G through the introduction of new functionalities.

Together to 5G is targeting all innovative Italian start-ups and SMEs that operate in the sectors of healthcare, tourism, fintech & insurance, culture, public administration, retail and manufacturing and that use the following technologies: IoT, artificial intelligence, augmented reality, virtual, wearable and advanced sensory reality, edge computing, network slicing and security.

To take part in Together to 5G, registrations must be completed by 25 November on the platform <https://openinnovation.digitalmagics.com/it/challenge/together-to-5g>.

Fastweb and Digital Magics will select up to 10 projects and will invite the companies to submit their innovative solutions on **Innovation Day**, which will be held on 23 January 2019, at the co-working campus, Talent Garden Calabiana, in Milan.

Up to three finalist start-ups or SMEs will be selected, who will enter a **Co-design programme**, where they will receive support to develop their solutions together with Fastweb and Digital Magics, assessing their strategic, technical and business potential.

The companies that make it through the co-design phase, providing that they meet the appropriate technological and business requirements will then enter the **5G Lab** phase for testing and integration in a 5G environment at the Fastweb laboratories and/or in the trial areas for advance testing in the field of the future network and to best develop the solution submitted.

Upon completion of this phase, Fastweb will assess the results obtained and the potential inclusion of the innovative applications in 5G trials in progress in Italy and the inclusion in its portfolio of the products and services selected, potentially setting up a partnership from an Open Innovation perspective.

"Fastweb is at the front line of 5G development in Italy, already holding all the elements of the future fifth generation network: widespread fibre optic network, twenty thousand cabinets ready to house the microcells and frequencies" - notes Andrea Lasagna, Technology Officer at Fastweb. We really believe in Together to 5G, the programme with which Fastweb - working together with start-ups and SMEs - intends to further drive innovation towards 5G, a technology that will have a significant impact across the board, in multiple important sectors and services for society, radically enriching and transforming the world in which we live".

"Thanks to Together to 5G, innovative start-ups and SMEs will have a concrete opportunity to work together with Fastweb, both from a technological and a business point of view, to develop a joint provision system to include in the Fastweb portfolio", declares Layla Pavone, Chief Innovation Marketing and Communication Officer of Digital Magics. "In addition to the growth of their own businesses, of vital importance for new digital companies, Together to 5G offers an important strategic opportunity for start-ups and SMEs: the chance to apply 5G technology, for the first time and in advance, to their innovative models. 5G technology will lead to a genuine revolution in all sectors, encouraging the creation of new companies and services".

**Fastweb – [www.fastweb.it](http://www.fastweb.it)**

*Fastweb S.p.A., with a turnover at the end of December 2017 of around EUR 1,944 million and with 2.5 million customers, is one of the leading telecommunications operators in Italy. Founded 19 years ago in Milan, Fastweb has developed a national fibre optic network, 46,600 kilometres long, which currently reaches 16 million homes and businesses, eight million of which have proprietary networks owing to Fibre-to-the-Home or Fibre-to-the-Cabinet technology. The company also offers its customers a state-of-the-art mobile service, based on 4G and 4G Plus technology. By 2020, the service will be upgraded, starting from the big cities, thanks to the creation of new generation 5G infrastructure, with small-cell technology. Fastweb also provides telecommunications services to businesses of all sizes, from start-ups and small-to-medium enterprises to large corporations and the public sector, to which it offers connectivity and advanced ICT services, such as housing, cloud computing, security and unified communications. The company has been part of Swisscom group since September 2007.*

**Digital Magics – [www.digitalmagics.com](http://www.digitalmagics.com)**

*Digital Magics, listed on AIM Italy (symbol: DM), is an incubator business that supports start-ups from the Tech world with services for boosting and accelerating digital business. Digital Magics, Talent Garden and Tamburi Investment Partners have created the most important national innovation hub for ITALIAN DIGITAL PRODUCTS AND SERVICES, offering innovative start-ups the support they need to create successful projects, from conception to IPO. Digital Magics has always partnered outstanding companies with its own Open Innovation services, creating a synergistic bridge between companies and digital start-ups. Digital Magics' incubation and accelerator services are available in the Talent Garden co-working campuses located throughout Italy. Complementing those services are the investment activities, which, over the years, have generated a portfolio of more than 70 holdings in digital start-ups, scale-ups and spin-offs with high growth rates. The accelerated companies are supported by the Digital Magics team, an experienced business and digital partner, and benefit from both the extensive network of private and institutional investors that support them through the club deals, and the many partner companies that support them at industry level.*



**For further information:**

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