

PRESS RELEASE

Corporate Business of the Future, with TXT Group, was discussed in Rome.

- In Rome, students from the USC Marshall School of Business attended, with TXT Group, a learning experience about the corporate business of the future, organised by German startup People & Friends, in collaboration with Fiorella Lavorgna, the project's Country Partner
- The purpose was to engage young students on the topic of transformation in the workplace, increasing the quality and quantity of information they have on the interconnection between new technologies and business
- Speakers at the event included Fabrizio Azzellini, Global Director of Communication and Marketing, and Chiara Giorgianni, Head of UX-UI Design of TXT Group

Rome, May 16, 2022 – The event dedicated to the future of corporate business took place in **Rome (Ostia)**, at the **Mit Bistrot**, where **TXT Group** spoke to young students from the **USC Marshall School of Business**, in a day organised by the German startup "**People & Friends**," in collaboration with **Fiorella Lavorgna**, the project's **Country Partner**.

Arriving around 11 a.m. in Rome (Ostia), the students experienced a virtual tour of the corporate future's business, getting to know and fully understand new technologies – **Metaverse, Gamification and User Experience and User Interface (UX-UI)** – and their interconnection, aimed at enriching the functionality of business processes in a working world undergoing continuous digital transformation.

Introducing the main themes of discussion was **Fabrizio Azzellini, Director of Global Communication and Marketing of TXT Group**, who got to the heart of the matter by presenting the Metaverse and Gamification as new frontiers of corporate business: *"A way of living and working, in which real life expands and, thanks to new technologies and augmented reality, makes it possible to connect physical and digital worlds in a single ecosystem. Web 4.0 will allow us to have endless possibilities for business, but also for social interactions. Thanks to corporate Gamification, and Storytelling it will be, moreover, possible to learn business processes through a new way of working, that of precisely gaming."*

He continued: *"The first important thing to be part of this world is to be curious, to look further not only in business but also in everyday life. One should never put imagination aside and not worry about making mistakes; cherish our values and not forget to look at the past to learn how to build the present and the future. The motto is 'perfect time, perfect ideas'."*

This is how Fabrizio Azzellini greeted the students, leaving the stage to **Chiara Giorgianni, Head of UX-UI design at TXT Group**, who summarised the fundamentals of excellent UX Design usability and showed some best practices that can meet the principles of simplicity, usability and visual aesthetics.

TXT is an international IT Group, end-to-end provider of consultancy, software services and solutions, supporting the digital transformation of customers' products and core processes. With a proprietary software portfolio and deep expertise in vertical domains, TXT operates across different markets, with a growing footprint in Aerospace, Aviation, Defense, Industrial, Government and Fintech. TXT is headquartered in Milan and has subsidiaries in Italy, Germany, the United Kingdom, France, Switzerland and the United States of America. The holding company TXT e-Solutions S.p.A, has been listed on the Italian Stock Exchange, STAR segment (TXT.MI), since July 2000.

For further information:

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