

THE C

THE COMELIT WORLD
MAGAZINE

#01 | 2022

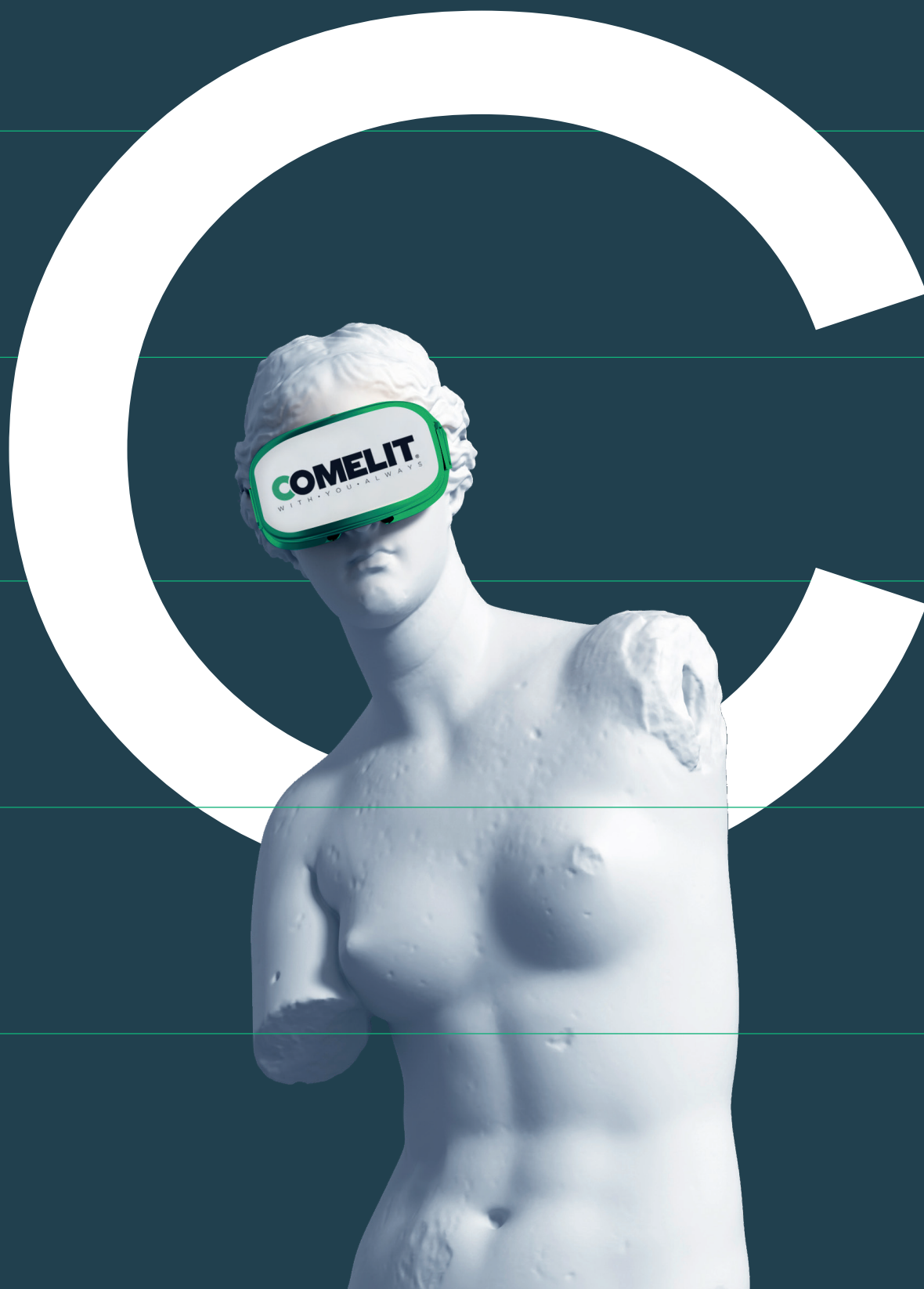
WITH
YOU
ALWAYS



Culture

ARTIFICIAL
INTELLIGENCE &
PEOPLE

COMELIT
WITH • YOU • ALWAYS



CONTENTS

01 | THE CLOSE UP

It all must start with identity,
even rebranding > 04

02 | THE CONNECTION

WORLD
With You. Always.
An account from the Dutch branch > 14

03 | THE CONNECTION

ITALY
The “My Comelit” App > 18

04 | THE CORE

What is artificial intelligence? > 22

05 | THE CULTURE

A place for work or working for
a place? The latest conquest of
corporate culture > 28

06 | THE CARD

Back to the future.
Comelit takes centre stage at
Intersec in Dubai, UAE > 32

07 | THE CASE HISTORY

WORLD
Comelit in the heart of the city of
Antwerp > 38

08 | THE CASE HISTORY

ITALY
Liguria invests in security with
Comelit > 42

09 | THE CASE HISTORY

ITALY
Security as a common goal > 46

10 | THE CHAMPION

Plug&Play door entry monitors:
just a smartphone away > 50

THE CEO'S CONTINUITY OF MEETING

EDOARDO BARZASI
CEO of Comelit Group



JUST OVER A MONTH AGO, WHEN I WAS ABOUT TO START WRITING THE EDITORIAL FOR THIS FIRST ISSUE OF THE NEW “THE C” MAGAZINE, THE GENERAL CONTEXT WAS VERY DIFFERENT TO HOW THINGS ARE NOW.

The year 2021 had just ended, which turned out to exceed our most optimistic expectations: in fact, Comelit had grown steadily as a result of our competitors’ market share being diminished, and by making new acquisitions too. We were ready to tackle 2022, which in many respects was proving to be somewhat of a break with the recent past, as **demand was growing constantly and significantly in all markets**. At the same time, after 10 years of economic stagnation, inflation was picking up, partly due to a shortage of raw materials and components from Far Eastern markets.

We are currently facing a scenario that is becoming increasingly complex: on the one hand, the war in Ukraine has driven up energy costs, bringing them to levels that are difficult to sustain not only for the manufacturing industry but also for families and consumers. On the other hand, it has also accelerated price increases for other commodities imported from Ukraine and, at the same time, it has led to a blockade of exports to the Russian market, which had been very dynamic in recent years.

In this scenario, it is even more important for Comelit to complete its ongoing evolutionary process, which is also an improvement

OUR HOPE IS THAT OUR
BRAND’S PROMISE,
‘WITH YOU. ALWAYS’,
WILL GRADUALLY
BECOME A REALITY
DAY AFTER DAY, LIKE A
COMPASS THAT GUIDES
US IN EVERYTHING WE
DO.



process, and rebranding is a major step forward in this respect.

This war affects us all, not only economically but also, and especially, from an ethical and moral perspective; this is something we tend to forget about, but it is of key importance: there are victims, devastated families, and traumas that will not be easily forgotten. Showing empathy, caring for and being there for those affected by such circumstances is an absolute must.

A recent survey we conducted among our clients clearly showed that **the Comelit brand is very**

well positioned in the market when compared to other installers.

This is comforting and incredibly rewarding for us, also due to the fact that it is reflected in the excellent rating that they have given us on Trustpilot. It is precisely with this positive outlook that we intend to begin to improve ourselves even further. Our hope is that our brand’s promise – ‘**With You. Always**’ – will gradually become a reality day after day, **like a compass that guides us in everything we do**. In fact, it is essential for a brand such as ours to stay true to its most authentic values.

It is this commitment that also prompts us to launch a new challenge, “**The C**”: a corporate culture magazine, which is intended to become a benchmark for our clients with respect to the evolution of the market in which our company plays a prominent role, and to serve as a showcase in order to turn the spotlight on all those who contribute to Comelit’s success worldwide.

It all must start with identity, even rebranding

I have always been fascinated by the emotional resilience of certain entrepreneurs. It is often considered a conservative approach that hinders development or competitive adaptation, but I feel that such behaviour is frequently driven by a strong sense of protection towards the company's soul, towards its unique identity, the reason why emotions were stirred when the decision was made to bring it to life.



by **DAVIDE GABRIELLI**

Founder and President
of G&A Group

Such resistance should never be dealt with by opposing it or using force, as it would be useless and not very constructive. Instead, it should be tackled by sharing the reason that differentiates us first, and then with objective data that help us to understand how the market is evolving. Otherwise, it will just be a subjective “punch-up”, and the stronger one is sure to win (if nothing else, for the role).

We can sometimes see this amplified when dealing with elements that external parties see as necessary,

but which the entrepreneur sees as untouchable. Such as the brand, for instance, and everything related to it. It is often the case that the logo is designed, dreamt or shared by its founder, and so **in that symbol**, which is now totally inadequate, **lies a piece of history**, there are memories that help us to avoid forgetting the sacrifices that have been made, there is emotion and positive energy.

It is quite clear that, just as fashion changes, the design of cars changes too, and this also applies to the way we eat and access food, the way





THE BRAND CONVEYS AND
COMMUNICATES A UNIVERSE OF
EXPECTATIONS, PROMISES AND
VALUES. BEING ABLE TO BE THERE
FOR OUR CLIENTS IS OUR ESSENCE,
AND HELPING THEM TO GROW IS
OUR GREATEST STRENGTH.
OUR DISTINGUISHING FEATURE.

we travel and communicate, and so companies, whether B2B or B2C, will also have to adapt by changing the way they communicate; there is not much difference.

In doing this, the more conservative our approach, the more likely we are to be viewed as a historical company that is able to create high-quality products, but that is no longer contemporary and capable of navigating such a fast-paced and competitive market. We will be seen as being product-oriented, but our focus should have definitely evolved by now.

However, we should bear in mind that **the brand with which we should convey our identity is something much more profound than just a creative and technical exercise.** So if we actually want to help entrepreneurs and companies change their communication style, we need to remember to show great respect for their souls so as to avoid tearing out their roots. In fact, the worst emotion ever is to feel lost, bewildered, without knowing which direction to take: it is crucial for everyone to know why they are in the market in the first place, for what purpose, and especially to know in which direction they are heading. Therefore, **each of our employees can become a guardian of our identity,** and this will increase their chances of success tremendously.



WE ARE COMELIT, THE ESSENCE OF COMELIT'S IDENTITY

A JOURNEY TO REDISCOVER COMELIT'S DISTINCTIVE
VALUES AND A NEW, MORE ATTRACTIVE LOOK THAT
REFLECTS OUR IDENTITY.



by **BRUNO PELLEGRINI**

Marketing Director of
Comelit

Would you ever place your expectations for success on a stranger? When thinking of our clients or young talents who are considering opportunities for their future, or even our suppliers, who would actually entrust their fate to a stranger? Absolutely NO ONE!

It is vital for any company to have a clear Identity, a history based on values, a background that becomes a story to be shared. And yet for decades we have used every word and every available means of communication to talk about what we do and have spent very little time telling people who we actually are. Naturally, it is important to present products and their technical features, but it is just as important to tell the story "behind the scenes": for instance, the vision of the founders who, to this day and with great passion and determination, are pouring their energy and resources into making sure that the Group reaches new heights.

Talking about identity also entails **describing people and the various skills**, at both national and international level, **which are combined to give life to the complex Comelit machine.**

Let's be clear, this is not self-satisfaction for its own sake,

**IT IS VITAL FOR ANY
COMPANY TO HAVE
A CLEAR IDENTITY,
A HISTORY BASED
ON VALUES, A
BACKGROUND THAT
BECOMES A STORY TO
BE SHARED.**

COMELIT[®]
WITH • YOU • ALWAYS



COMELIT[®]
WITH • YOU • ALWAYS

CO

**WITH
YOU
ALWAYS**

COMELIT[®]
WITH • YOU • ALWAYS

COMELIT[®]
WITH • YOU • ALWAYS

**WITH
YOU
ALWAYS**

CO



**Video
rebranding**



**Sound
branding**

but rather a necessary attempt to establish a connection with our stakeholders. It is a well-known fact that humans identify with stories and the people who share them: having a clear identity will make it more likely for this process to happen naturally.

Identity leads to the creation of a reputation. Chances are that you have heard of the concept of Brand Reputation at least once before. **A company's reputation is the most important and valuable thing there is when it comes to a company's survival.** In fact, there is only one thing that is worse than not having a clear identity: having an identity with a terrible reputation. In other words, it is quite easy to imagine that no client would buy from, no supplier would be willing to supply, and no talented person would accept to join a company that has a terrible reputation.

Reputation is in the mind of the person that is evaluating! Companies have no direct control: they can say and communicate whatever they want, but it is **only through their own actions that they contribute to boosting or diminishing their reputation in the market.** It is ultimately facts that matter, which is why it is so important to make sure your communication is based on objective elements, without being self-referential.

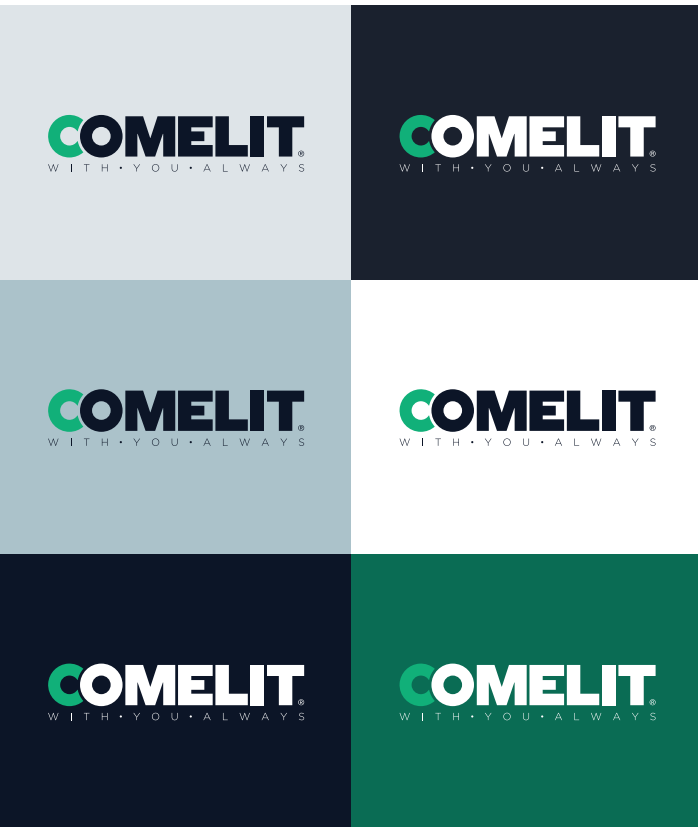
And going back to reputation, it is frequently confused with the excellence of a product or service, when in reality **it is closely linked to the promise that the company makes to**

A COMPANY'S REPUTATION, THE BRAND REPUTATION, IS THE MOST IMPORTANT AND VALUABLE THING THERE IS WHEN IT COMES TO A COMPANY'S SURVIVAL.

COMELIT
WITH • YOU • ALWAYS

COMELIT
WITH • YOU • ALWAYS

COMELIT
WITH • YOU • ALWAYS



IT IS FACTS THAT MATTER,
WHICH IS WHY IT IS SO
IMPORTANT TO MAKE SURE
YOUR COMMUNICATION
IS BASED ON OBJECTIVE
ELEMENTS, WITHOUT BEING
SELF-REFERENTIAL.

its consumers. For instance, if we were to fly with Ryanair, we would expect to spend less than the average price charged by other airlines, and we would not expect to travel comfortably. Therefore, we can say that if we were to travel comfortably as if sitting in an armchair, but our flight were to cost more than the average price, we would be dissatisfied with Ryanair, and this would affect its reputation and credibility.

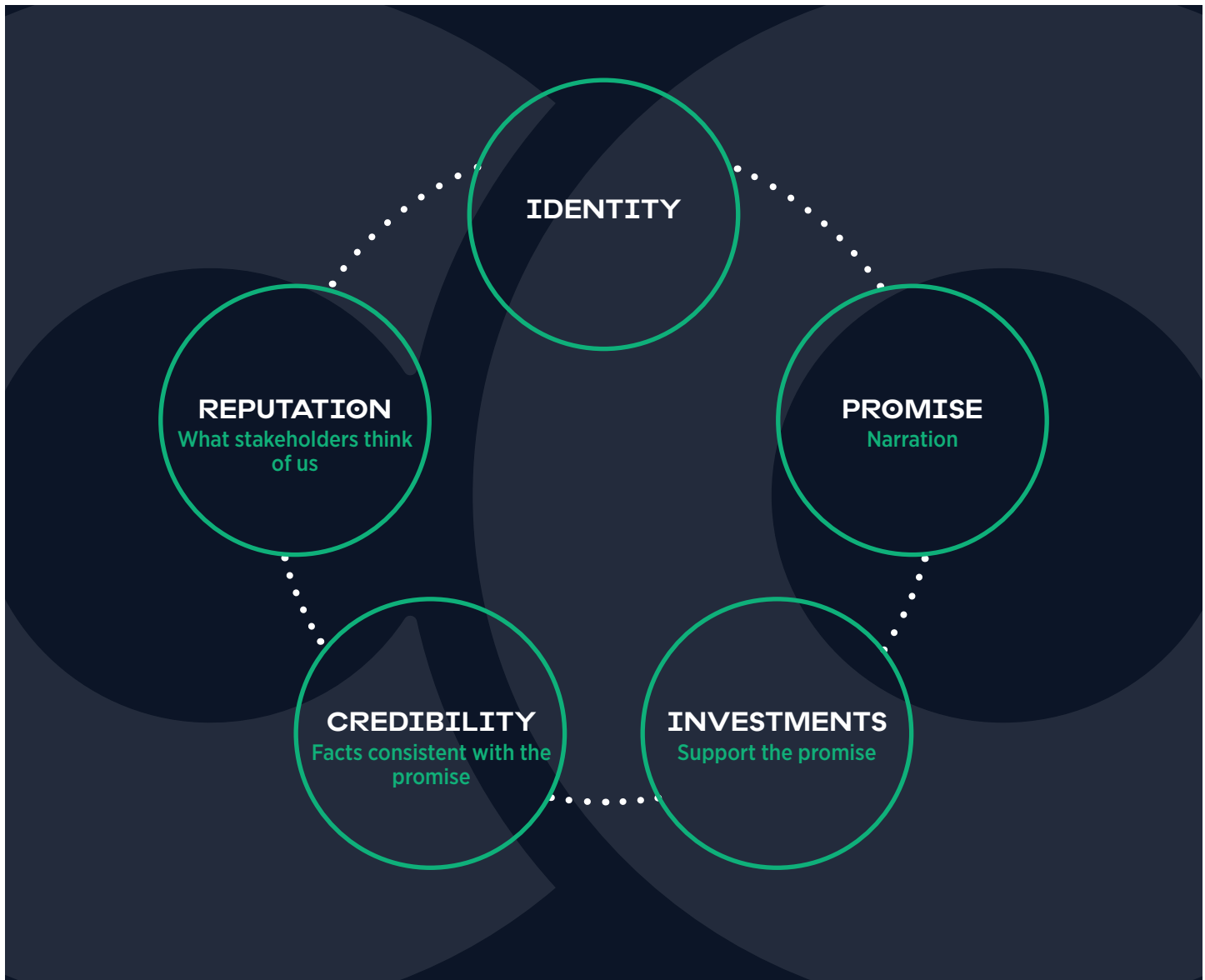
Quite the opposite applies to another airline such as Emirates, since expectations about the standard of on-board service and comfort are higher than the average level offered by other airlines. If we were to travel in uncomfortable, cramped seats, as Emirates customers we would be dissatisfied even if the flight was cheaper.

So what is the moral? When promoting their services on the market, the two airlines make two very different promises, and if they want to continue to have a good reputation, they must not betray their promise.

Keeping the promise, that is, living up to the stakeholder's expectations, **is crucial** for companies, and Comelit is no exception to this rule. **Our identity translates into a story to be told and which positions us in the market.** Under the slogan '**With You. Always**', we aim to carry **our promise**

to be there into the market with us, and our reputation is going to be very much aligned with it. This is why Comelit believes that being there for its clients is so much more than a catchphrase: it is a real commitment that drives its investments and strategies.

To some extent, digital transformation has digitalised the concept of reputation, significantly expanding its boundaries.





**THE ADVENT OF THE DIGITAL AGE AND
THE SIMPLICITY THAT COMES WITH
IT HAVE PROMPTED A HUGE NUMBER
OF PEOPLE TO GIVE PUBLIC OPINIONS
ON THEIR PURCHASING EXPERIENCES,
WHICH IS SOMETHING THAT IS
UNPRECEDENTED IN THE HISTORY OF
MANKIND.**

Just think of online reviews and how this phenomenon influences the behaviour of other potential buyers. I remember going to a business dinner once, and the marketing director of a well-known food brand was there too, sitting at the table, and he said: it only takes a handful of consumers to put more than one hundred years of our company's history at risk. It was not hard to understand that the market and the new rules it has set for itself in order to determine what is good and what is not, affect us too... understandably, word of mouth and references have always been important for businesses, but **the advent of the digital age** and the simplicity that comes with it **have prompted a huge number of people to give public opinions** on their purchasing experiences, which is unprecedented in the history of mankind.

Comelit has realised that there is no reason to fear public scrutiny; on the contrary, it encourages it. In fact, for several months now, Comelit has been collaborating with a third-party company that publicly certifies our clients' level of satisfaction. We started doing this here in Italy, as we knew that it was bound to gradually expand to the rest of the world. The results are highly encouraging, especially knowing that we have a satisfaction rating of 4.5 out of 5. It makes us want to insist on pursuing this path, and it also helps us realise that having a clear identity and promise (With You. Always) is something that clients really appreciate. **Customer focus**

**WE NEEDED TO ADD
STRENGTH AND
CHARACTER TO THE
BRAND AND MAKE THE
LOGO MORE LEGIBLE,
SO THAT IT WOULD
EXPRESS SOLIDITY AND
TRUST. ALONG WITH
CLOSENESS TO CLIENTS,
THESE TWO VALUES ARE
AT THE HEART OF OUR
CORPORATE IDENTITY.**

is therefore not a trendy phrase, but **a real commitment** that is difficult to uphold. Customer satisfaction is not a qualification that you can acquire and then forget about, it has to be pursued daily with the utmost commitment.

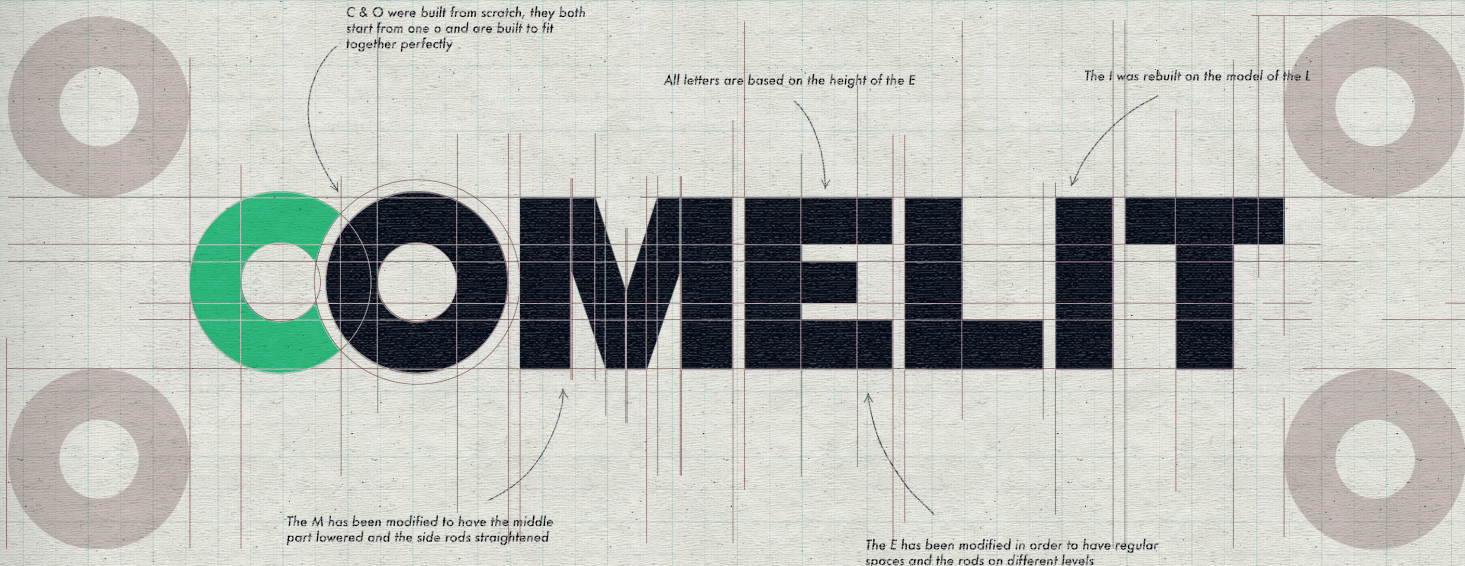
This important evolutionary shift in how we approach the market deserved to be emphasised by **a new distinguishing feature**, which this new logo is intended to fully reflect.

We needed to add strength and character to the brand and make the logo more legible, so that it would express solidity and trust. Along with closeness to clients, these two values are at the heart of our corporate identity.

And so a new font was created for the name COMELIT, based on Gotham Ultra, and we decided to use capital letters only. In addition, for the design of the new brand, the two initial letters – the green “C” and the blue “O” – are designed in such a way that they almost blend together, resembling the symbol of infinity, in keeping with the claim. The chosen colours are also distinctive and unique: a new green, Pantone 7480 C, which is brighter, more vivid and vibrant, the colour of vitality and energy, is combined with a very dark blue, Pantone 532 C, which not only refers to the origins of Comelit, but is also the colour that symbolises infinity, hence the reference to “always”.

In order to make its new brand easier to recognise, Comelit also added **a new sound identity**: a sound that represents Comelit and is instantly recognisable, **which brings to mind a strong embrace, to the point that we can actually feel the heart of the person we are embracing in our chest.**





WITH
YOU
ALWAYS

CO



With You. Always: an account from the Dutch branch

Peter van Veen, Branch Manager: what really makes the difference are people and the way they work together. 'I am really proud that Comelit has chosen "With You. Always" as its new claim. It is a philosophy, a way of acting and thinking that has always set us apart, but it is also part of my very being.'

Peter van Veen, head of the Dutch branch, has no doubts about the importance of teamwork and about the fact that the new slogan focuses on Comelit's relationship and closeness, not only to its clients but also within the company's team.

He then continues: 'Trust and teamwork is what allows us to achieve results that would otherwise be unthinkable. And that is where we can make a difference, with our people. Products are important, innovation is essential; but there are also other

companies that have good products.

What really makes the difference are people and the way they work together. **"With You. Always" helps us to develop a strong identity, which is already part of who we are us.'**

He adds: 'As I told – rather emotionally – Edoardo Barzasi, Comelit's CEO, a few weeks ago, it is great to be part of a company that is capable of embracing change without losing its direction, but rather highlighting its identity, which is what Comelit has done with its new slogan.'





WHAT REALLY MAKES
THE DIFFERENCE ARE
PEOPLE AND THE WAY
THEY WORK TOGETHER.
'WITH YOU. ALWAYS'
HELPS US TO DEVELOP A
STRONG IDENTITY, WHICH
IS ALREADY PART OF WHO
WE ARE.

world is split into two: north and south of Paris. In the North we are punctual, reliable and straightforward; but in the South... well, in the South it's all about postponing until tomorrow,' he jokingly recalls. But those who were doubtful changed their mind: **Comelit is a reliable and punctual company that is able to keep its promises** and is made up of polite people. One of the best parts for me is to be able to communicate with the headquarters and to know that maybe not everything can be done, but that my proposals are definitely heard and that my point of view is taken into consideration.'

The Dutch branch is a key piece of the mosaic of Comelit's success: **'We are a leader in the field of door entry monitors,'** explains Van Veen, 'especially when it comes to residential complex renovations, which is the largest market for us. In fact, more than four million existing buildings are



When Van Veen speaks of a "team", he does not only mean the corporate team: 'clients also need to be involved in this relationship based on closeness and trust, and this is not possible unless we work together as a team and if we really believe in it.'

Such a relationship based on closeness and trust also characterises the relationship with the "parent company": 'When, in 2002, I told some of my friends that I had received a proposal to collaborate with an Italian company, some of them were sceptical and said: 'You know, the

the



renovated every 15 years or so, while only 80,000 new buildings are built each year.'

The direction we need to take in the future is also very clear: **'Over the next few years, we also aim to get a foothold in the security market too, with fire protection and anti-intrusion systems'**.

Competition is fierce in these sectors, but we have been working on this for quite some time. We are aware that it

is not easy to put yourself forward as a new supplier, since installers tend to be a little hesitant to tackle anything new. But we **have two big advantages: the experience and credibility we have gained in the field of door entry monitors and our team's expertise.**

Our 14 account managers are doing a great job, and we are optimistic that we will be able to conquer these markets too,' Peter Van Veen adds with infectious enthusiasm, based on solid prospects.

'OVER THE NEXT FEW YEARS, WE ALSO AIM TO GET A Foothold IN THE SECURITY MARKET TOO, WITH FIRE PROTECTION AND ANTI-INTRUSION SYSTEMS.'





connection

The “MyComelit” app digital project to be close to our clients

The entire world of Comelit is just a click away.

“With You. Always”: a promise kept.

MyComelit is an innovative app that translates Comelit’s philosophy into practice, which is summed up by the new claim: “With You. Always”, ‘a digital project to be close to our clients’, explains Andrea Boffelli, Chief Digital Officer of Comelit.



by ANDREA BOFFELLI

Chief Digital Officer of
Comelit

MyComelit is an innovative app that translates Comelit’s philosophy into practice, which is summed up by the new claim: “With You. Always”, an actual digital project to be close to clients.

Being there for clients at all times of the day in order to become a valuable partner and make their work easier: this has always been Comelit’s goal, which is reflected in the new App in the most authentic and innovative way possible.

In order to achieve it, a team of company experts and external consultants mapped the customer journey of various types of clients and created **an app that is tailored to the work of each professional**. The level of profiling is extremely high: different services can be accessed according to the type of user, and the app is extremely responsive and effective.

Available for all the most strategic markets, the MyComelit App is



**MYCOMELIT PROVIDES
ACCESS TO THE ENTIRE
COMELIT PRODUCT
ARCHIVE SO THAT YOU
ALWAYS HAVE ALL
TECHNICAL INFORMATION
AND TUTORIALS AT HAND,
AND THE OPPORTUNITY
TO PARTICIPATE IN THE
COMELIT WEBINAR
ACADEMY DISTANCE
LEARNING PROGRAMMES.**

intended to be an **extremely useful work tool, especially for installers, system integrators and building managers**, as it allows them to carry out many different tasks for which multiple tools and people were previously required, from a single platform, which is tailored to suit their individual needs.

MyComelit provides access to an archive containing 4,000 product codes and more than 100 technical and commercial documents in order to always have all necessary product information at hand, along with tutorials for setting up systems, and

the opportunity to participate in the Comelit Webinar Academy distance learning programmes.

One of the main functions is the option to directly request an offer after setting up a door entry monitor system, to view all personal offers and monitor their progress, establishing direct contact with a trusted sales representative. Plus exclusive and reserved promotional offers, requesting support and monitoring all open cases. These functions make the daily work of installers easier and quicker.

However, the aim is also to **help**





+100,000
TECHNICAL AND COMMERCIAL
DOCUMENTS

+4,000
PRODUCT CODES

All this can be done in complete safety and **with the utmost simplicity, directly from their smartphone.**

A groundbreaking project that makes us pioneers, demonstrating Comelit's data-driven approach and its growing desire to learn more and more about our clients, their preferences, their needs, and even their opinions. In fact, in order to ensure maximum transparency, we have provided the **option of submitting reviews and browsing through our clients' reviews on the Trustpilot platform,** a valuable asset that helps us identify areas of improvement for the company, and also proves that we can build a relationship of trust and mutual exchange.

them deal with end customers: in fact, professionals can view installed IoT systems from the App, so that they can monitor their operation in real time, manage them and perform **"preventive maintenance"** in order to ensure the highest possible level of efficiency and an impeccable service.







by **LUCA ZORLONI**

Economics and Internet
Coordinator at Wired.
co.uk. Coordinator of
Wired.it

What is artificial intelligence?

It has become a mainstay in our lives, and even more so in our future: we are talking about artificial intelligence. We have heard of it plenty of times: from robots capable of working alongside human operators to algorithms that compare images in a database to search for matches, from Google Translate to Amazon's voice assistants, from image correction software on our smartphone to bots trained to perform financial transactions.

As ubiquitous as it is mysterious, **artificial intelligence (AI)** will determine how competitive a company and a market will be, how professions will develop in the future, and the way we study and consume. Now then, what is this artificial intelligence? Let's start with an official definition, which is the one put on paper by the High-Level Expert Group on Artificial Intelligence at the request of the European Commission. Artificial Intelligence (AI) refers to 'systems designed by humans that, given a complex goal, act in the physical or digital world by perceiving their environment, interpreting the collected structured or unstructured data, reasoning on the knowledge derived from this data and deciding the





AS EXPERTS SAY,
AI OPERATES IN
THE PHYSICAL AND
DIGITAL WORLD.
THROUGH MACHINE
LEARNING, IT
PERCEIVES ITS
ENVIRONMENT,
INTERPRETS DATA,
AND DRAWS
CONCLUSIONS.

The core



best action(s) to take (according to pre-defined parameters) to achieve the given goal. AI systems can also be **designed to learn** to adapt their behaviour by analysing how the environment is affected by their previous actions.'

Let's try to interpret the definition provided by the leading experts working alongside the European Commission. AI has complex goals. For instance, think about the translation of a text. At some point in our lives, we have all sniggered at clumsy translations, and thought: 'They must have used Google Translate'. As a matter of fact, some time ago, the translation service provided by Big G was not very good, and the translations contained terrible mistakes or mistranslations. **However, over the years, artificial intelligence has been perfected** in order to understand the complexities of languages and provide increasingly accurate translations, understanding context, slang, and the connection between causality and time. And so,

AI

**ARTIFICIAL INTELLIGENCE
(AI), THE ABILITY OF A
DIGITAL COMPUTER OR
COMPUTER-CONTROLLED
ROBOT TO PERFORM TASKS
COMMONLY ASSOCIATED
WITH INTELLIGENT BEINGS.**

if someone says "break a leg" to you in English, when translating into Italian Google translate understands that no one wants you to literally break your leg, and that this expression actually means "good luck". Nowadays, an increasing number of applications use automatic subtitles, for example, including translated subtitles, and the results are not disappointing at all.

As experts say, AI operates in the physical and digital world. In the first case, think of a robotic arm. In the second case, think of a chatbot answering users' questions on the app of a telephone service provider. **An AI perceives its environment** (the robotic arm, for example, knows where to pick the part to be assembled), **interprets data** (for example, recognising a cat among a series of pictures of animals), **and draws conclusions**. If we have instructed an algorithm to select smiling faces in a photo database, the AI should only find photos showing people who are smiling. Through machine learning, the algorithm is trained to carry out that task, for example by trial and error or through reinforcement methods: if the AI spots a smile, that's fine, but if it shows a sad face, try again and you'll have better luck next time.

Instructions can even give AI plenty of room to "manoeuvre": depending on what it is looking at, such as a congested road, artificial intelligence can recommend taking an alternative route to reach the same destination.

But how does artificial intelligence make decisions? One way of doing this is through machine learning, with reinforcement systems and deep learning, which is based on

artificial neural networks and which, by calculating values at different levels, comes to a conclusion. Rather than asking artificial intelligence to recognise a smiling face among thousands of photos, it is instructed to find the face of a specific person contained in that database. In order to do this, the AI has to calculate the hair colour first, then the eye colour, then the shape of the eye, the mouth, and the nose. A bit like Guess Who?, but it only lasts a few seconds. Other approaches to artificial intelligence include robotics and machine reasoning.

The development of artificial intelligence raises a number of fundamental questions. First of all, will increasingly smart machines replace humans, for example in the workplace, but also in creating art? Most likely, **highly repetitive tasks that can be easily automated**, which has already been done with assembly lines, will be entrusted to AI. For more sophisticated tasks, such as medical diagnostics, AI will be able to process large amounts of data in order to identify potential diseases, leaving the final evaluation and diagnosis up to the doctor.

Another question that AI raises is the use of data. The algorithm needs to be trained on databases so that it can learn how to make its choices. If we feed it incorrect or unrealistic information, we may risk compromising the end result. Suppose that, by mistake, an algorithm programmer were to assign the status of potential criminal to all names ending with an A. In a heartbeat, we would find ourselves on a list of suspects. This is why it is essential for processes to be transparent, for

**WILL INCREASINGLY SMART
MACHINES REPLACE HUMAN
BEINGS? IT IS MOST LIKELY
FOR HIGHLY REPETITIVE
TASKS THAT CAN BE EASILY
AUTOMATED, WHICH HAS
ALREADY BEEN DONE WITH
ASSEMBLY LINES.**

data to be clean and accurate, and to allow for complaints against choices that were made automatically with incorrect results.

Last but not least, the most important question of all: will artificial intelligence become as good as human intelligence? Dreaming? Imagining? Feeling emotions? In other words, science fiction scenarios. This is what we call a singularity. In this respect, there is much discussion among experts, supporters and detractors. Only time will tell.



ARTIFICIAL INTELLIGENCE PAVES THE WAY FOR A BETTER QUALITY OF LIFE, FOR US AND THE PLANET

ARTIFICIAL INTELLIGENCE AND IOT: OUR DAILY LIVES ARE BECOMING MORE “CONNECTED” EVERY DAY, EVEN IF WE ARE NOT ALWAYS AWARE OF IT.



SIMONE MUTTI

Mobile Technical Lead
at Comelit

According to the Artificial Intelligence Observatory of the Polytechnic University of Milan, **‘only 60 per cent of consumers have the ability to recognise the presence of AI functions in the products and services they use’, despite the fact that they use it on a daily basis.** AI examples include chatbots and voice assistants, which we all frequently use. Comelit, a high-tech company, is also directly involved in the evolution of AI and has long been active in the field of IoT. ‘Artificial intelligence is a new frontier that we are currently exploring,’ explains Simone Mutti, Mobile Technical Lead at Comelit. ‘The aim is to identify, by experimenting, which of our clients’ needs can be met through AI.’



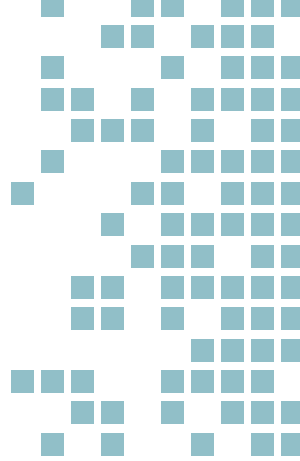
LORENZO NARDACCI

Technical and Sales
Manager Products and
Services Italy at Comelit

‘We are specifically focusing on systems and algorithms concerning “vision”: door entry monitor systems, anti-intrusion and video surveillance systems. Several of our products, such as cameras with built-in facial recognition, already use AI systems,’ he adds, ‘and in order to ensure broader integration and interconnectivity compared to proprietary technology, we now prefer to use open source solutions for our systems’.

AI is a constantly evolving field that is going through a radical change: ‘Until just a few years ago, AI was linked to Cloud structures: in order for algorithms and systems to work, we had to rely on a large-sized Cloud to be able to

ARTIFICIAL INTELLIGENCE IS A NEW FRONTIER THAT WE ARE CURRENTLY EXPLORING. THE AIM IS TO IDENTIFY, BY EXPERIMENTING, WHICH OF OUR CLIENTS’ NEEDS CAN BE MET THROUGH AI.



store and process data. Nowadays, we tend to opt for “local” solutions that keep data “on board” the device, thus ensuring greater security and allowing the functions offered to be significantly enhanced.

While AI is meant to improve our daily lives, it still hasn't quite caught on in the domestic market. 'Both the US and Far Eastern markets are open to highly advanced solutions. The Italian market is more cautious, but also more segmented: for instance, a large number of people use AI solutions without being fully aware of it, while others, even installers, which are our target audience, are urging for high-performance products and solutions that make use of it.'

One of the main misconceptions about AI is that it will 'end up replacing humans': 'This is not the case, of course; as a matter of fact, it can support mankind by improving energy performance and contributing to a more responsible use of the planet's natural resources, from drinking water to energy,' says Mutti. 'AI will also be able to **develop consumption models for domestic systems** that can be adapted to each person's specific needs, re-processing historical data in order to **eliminate waste**. It will also allow us to have **highly sophisticated anti-intrusion systems** that can exclude familiar noises that may trigger false alarms. AI will enable services/products to be **increasingly customised** so that they are fully compatible with our lifestyles.'



Lorenzo Nardacci, Comelit's Technical and Commercial Manager for Products and Services Italy, explains: 'Our IoT products offer real added value by providing functions reserved for all players in the supply chain: the entire range of home automation solutions allows our end users to have a completely smart home. Our installers, on the other hand, can use the remote control functions to upgrade systems and check that they are working properly, but also for predictive maintenance work. I am referring, for example, to anti-intrusion systems that can be managed remotely or door entry monitor systems for blocks of flats, which are all connected and can therefore be programmed remotely. Today, home automation and IoT have already become tools that **improve our quality of life, making it more sustainable and safer.**'

In short, at Comelit, the future is already here.

60%

PERCENTAGE OF CONSUMERS ABLE TO RECOGNISE FUNCTIONS IN AI AND IOT PRODUCTS AND SERVICES.

05 / THE CULTURE

A place for work or working for a place?

THE LATEST CONQUEST OF CORPORATE CULTURE



The cultu

Culture is what characterises any form of organisation, its values and knowledge, its “objects”, and even its “prejudices”.



di STEFANIA TAGLIABUE

Senior Consultant
Strategy Innovation

When we speak of organisational culture, we are referring to the most stable part of an organisation, which acts as a filter against internal and external changes, involving all members of the organisation and permeating their daily life. “Stable” does not mean static: organisational culture is something that we can work on and through which changes can be triggered, by acting on the company’s tangible and visible aspects.

A large number of companies are chosen by their clients, but also, and especially, by their collaborators and employees, for having a clear, precise, solid and consistent corporate vision and culture. According to an article published in the Harvard Business Review⁽¹⁾, **if employees have a high sense of belonging to the corporate culture, this may lead to an increase in work productivity of up to 56%, a 50% drop in turnover risk, and a 75% reduction in sick days.**

If workers identify with the company’s corporate culture, companies will reap substantial benefits. Moreover, companies that have employees who are highly engaged and motivated are able to communicate their corporate values through visible elements that characterise the work environment.

The workplace is a tangible, and often underestimated, manifestation of corporate culture. In many cases, the way corporate spaces are managed is dictated by aspects that do not depend on the desires of those who use them: for example, just think of how many offices are located in old historic buildings or how many production facilities, despite being outdated, cannot be easily modernised. Nevertheless, it is also true that the workplace immediately conveys a tangible image of the corporate culture – or lack thereof.

The renovation of a space should always reflect the corporate culture. A project by Massimiliano Fuksas for Distilleria Nardini involved setting up a research centre consisting of two diametrically opposed environments: the first area contains “suspended” transparent bubbles, which house the laboratories, while the second area is

**IF WORKERS IDENTIFY WITH
THE COMPANY’S CORPORATE
CULTURE, COMPANIES WILL
REAP SUBSTANTIAL BENEFITS:
FIRST AND FOREMOST, AN
INCREASE IN PRODUCTIVITY
OF UP TO 56%.**

(1) **The Value of Belonging at Work**
by Evan Carr, Andrew Reece, Gabriella Rosen
Kellerman and Alexi Robichaux (2019).



used as an auditorium, which has been dug out of the ground. As a whole, the facility hints at an ascending path that evokes Plato's myth of the cave: through the language of contemporary architecture, the ascent towards the world of ideas suggests that the company's core values are unchangeable. In this way, the well-known distillery has transformed a work environment into a "narrative device".

Without necessarily contemplating such sophisticated operations, **even a small change in the way a space is organised can convey messages to employees and positively influence the corporate climate.** A recent field study conducted in a manufacturing company by a spin-off of the Ca' Foscari University of Venice showed personnel would have their lunch break in a canteen separated by a wall: employees on one side and top management on the other. The wall symbolised the features of this culture and carried specific meanings with it, associated with a hierarchical organisation. Tearing down the wall was one of the first steps towards change and the creation of an inclusive and equal culture.

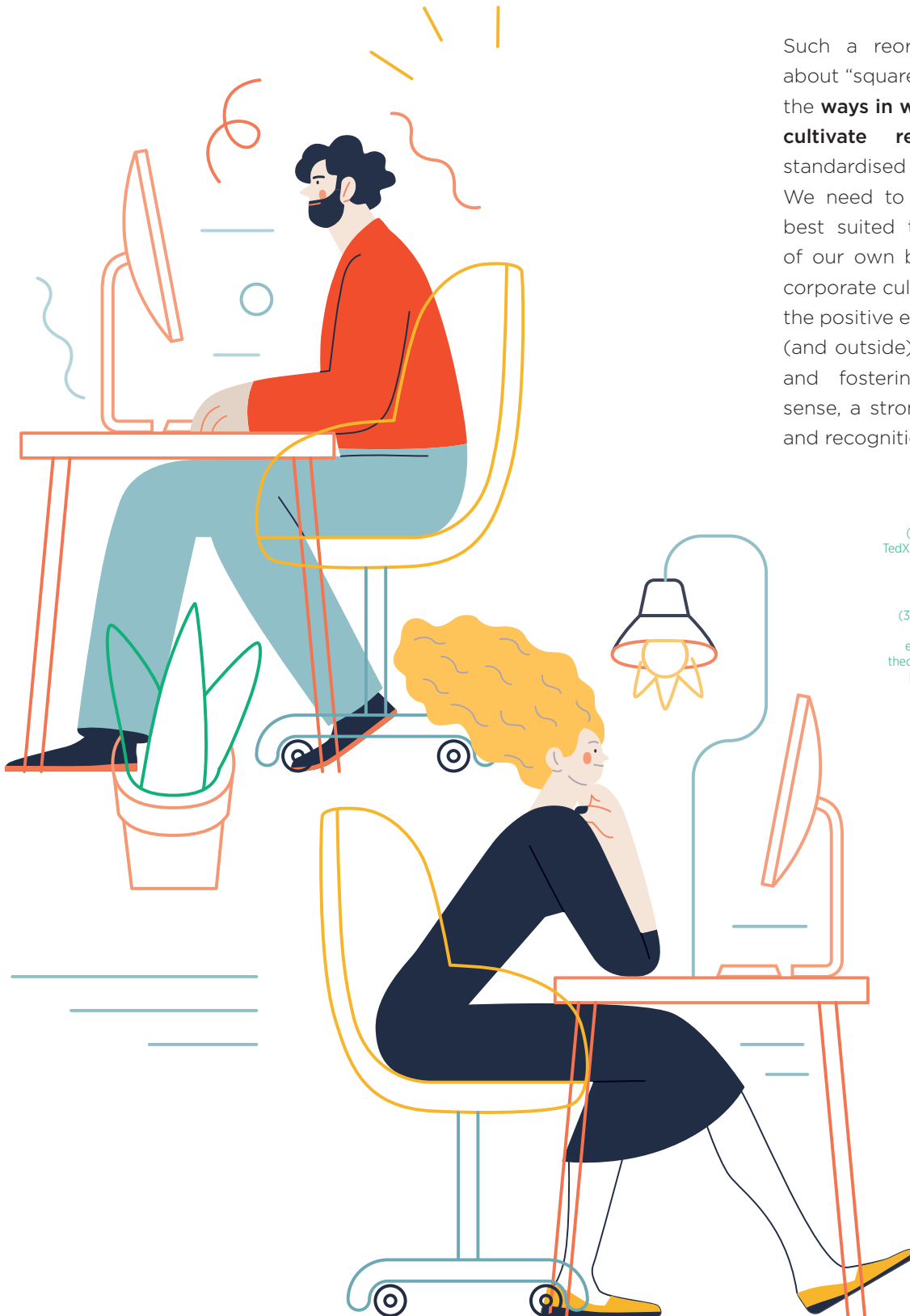
The human brain is sensitive to its surrounding environment and its performance is highly influenced by the context in which the individual operates⁽²⁾. The pandemic situation has dramatically accelerated research activities regarding the correlation between productivity and the workplace. Now that we are in the

**IN THE MIDST OF AN
OVERALL SHIFT TOWARDS
A "HYBRID" WORK MODEL,
ALL COMPANIES HAVE THE
OPPORTUNITY TO RETHINK
THEIR SPACES BASED ON
CORPORATE CULTURE
AND THE NEEDS OF THEIR
EMPLOYEES, SO AS TO ASSIST
THEM AND BOOST THEIR
WORK PERFORMANCE.**

midst of an overall shift towards a "hybrid" work model, all companies have the opportunity to rethink their spaces based on corporate culture and the needs of their employees, so as to assist them and boost their work performance.

In fact, whatever the percentage of remote work, the very existence of offices is not actually brought into question: it only takes on new meanings. While some companies may repurpose them as centres for stimulating innovation processes and connections with new business ecosystems, others may redesign them in order to foster collaboration and strengthen ties between employees. One thing is certain: **redesigning spaces can become a strategic opportunity** as long as it proves to be consistent with corporate culture.

But not everything is about productivity: we also need spaces where people can retreat and relax, which should be rethought by considering the social and cultural trends of the third millennium (in its third decade), such as healthism, "fitmobility", "worktainment" and biophilic design – the new frontier of green design, which is intended to promote psychological and physical well-being. In fact, it has been proven that exposure to natural elements lowers heart rate and blood pressure, reduces stress hormone production, strengthens the immune system, and improves general well-being⁽³⁾. **Corporate culture and social and cultural trends intertwine when places are strategically redesigned,** whether they are meant to be used for production or regeneration.



Such a reorganisation is not only about “square metres”, but also about the **ways in which they can build and cultivate relationships**. Following standardised recipes is not an option. We need to devise a model that is best suited to the specific features of our own business, workforce, and corporate culture, making the most of the positive experiences gained within (and outside) the company premises, and fostering, in an evolutionary sense, a stronger sense of belonging and recognition.

(2) **Sapna Cheryan**, University of Stanford, TedX: <https://www.Youtube.com/watch?v=TYwl-qM20x4>.

(3) As stated by **Kaplan & Kaplan and Ulrich**, the first psychologists to investigate the effects of “restorative environments” in their theories (Psychophysiological Stress Reduction Framework, 1983 and Attention Restoration Theory, 1989).



THE WELL-BEING OF OUR PEOPLE IS AT THE HEART OF OUR GROWTH

ATTRACTING AND ENHANCING TALENT
PROMOTING AND REWARDING A SENSE OF BELONGING



by **SILVIA BRASI**

President of Comelit and
HR Manager

A focus on people, the ability to attract new talents, to look to the future and closely monitor markets, without ever forgetting just how important it is to be close to clients and have a customer-focused approach, in particular when it comes to human resources who are the company's first "internal customer". I believe that these are some of the factors that have allowed Comelit to **grow rapidly and steadily**, and to also overcome the challenges posed by the Covid pandemic: **from 2010 to 2020, the number of staff at the Italian headquarters has more than doubled and we now employ more than 800 people worldwide.**

It is important for us to be there for our people. We want to enhance their talent and support their passion and their sense of belonging. **The well-being of those who work with us and of their families is the focus of several initiatives** we have launched: scholarships, childbirth and wedding allowances, a "tailor-made" supplementary health plan, an extra bonus that highlighted and valued commitment during the pandemic, but also family days for the families of employees with recreational and team-building activities, and spaces dedicated to children.

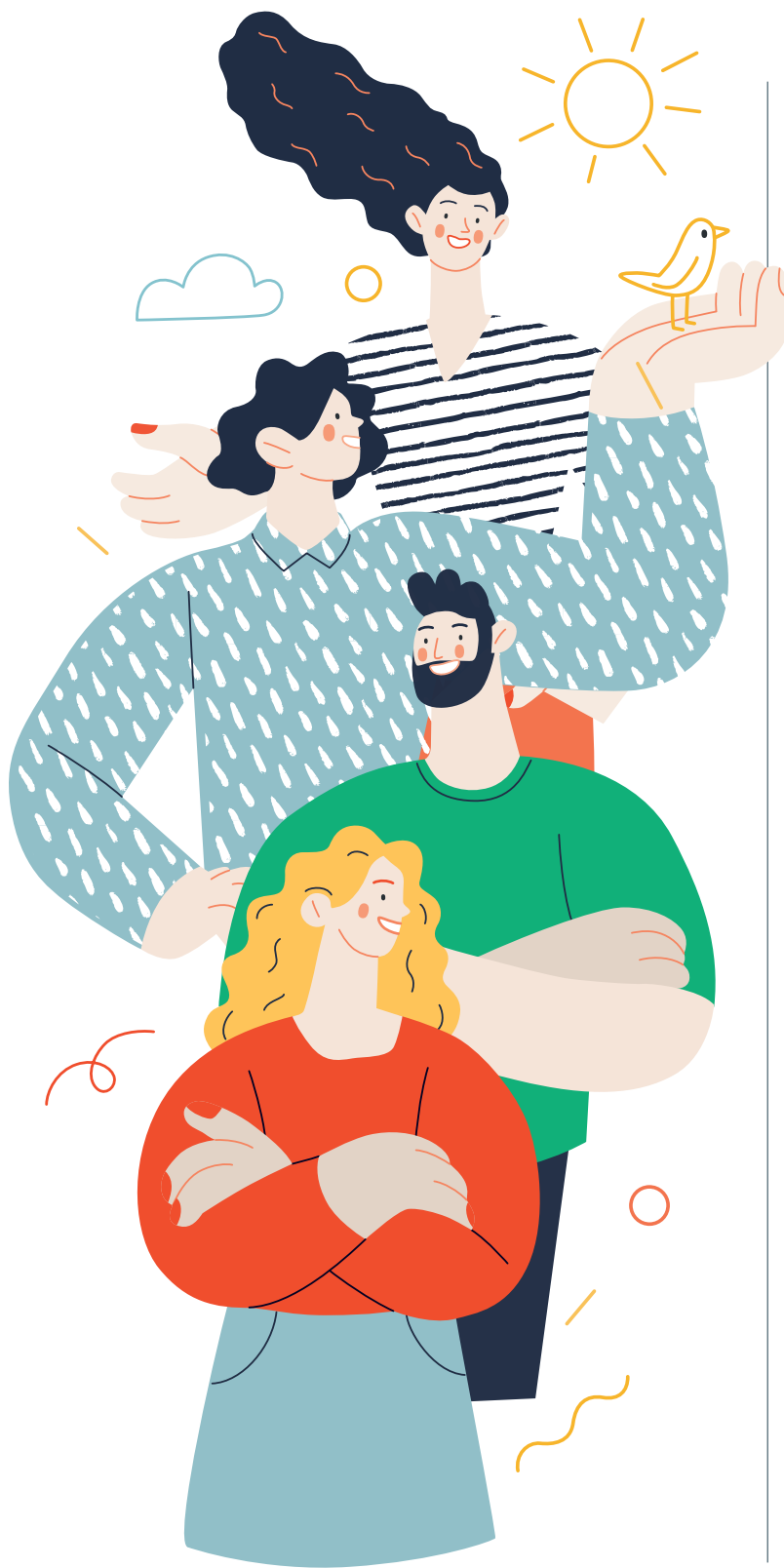
WE WANT TO
ENHANCE OUR
PEOPLE'S TALENT
AND SUPPORT
THEIR PASSION AND
THEIR SENSE OF
BELONGING.
THE WELL-BEING OF
THOSE WHO WORK
WITH US AND OF
THEIR FAMILIES IS
AT THE HEART OF
EVERYTHING WE DO.

ATTRACTING TALENT IS ALSO A KEY GROWTH LEVER FOR COMELIT.

In fact, our corporate philosophy, **‘With You. Always’** has our collaborators as its first target group, and this approach has always been at the heart of our company. An example of this is the renovation of our historical headquarters in Rovetta back in 2012. In order to create a profitable work environment, we designed integrated spaces that complement the work environment: a small gym, a relaxation room, table football, and an outdoor garden. Before the pandemic, our employees would often go for a jog during their lunch break or use the gym, since it has showers and changing rooms. And we can't wait for things to get back to normal so that we can go back to our routine.

Attracting talent is also a **key growth lever** for Comelit. We have agreements in place with leading technical and university training centres in Lombardy and participate in several career days so that we can introduce ourselves to new talented people. Our company has also been offering a wide range of curricular and non-curricular internships for quite a few years now. Many students from the Polytechnic University of Milan and other universities contact us for their dissertations, and some of them then also started working for us. **Being engaging comes naturally to us:** during internships, students are not tasked with photocopying documents, but experiment with and learn new skills, and gain professional expertise.

We are making progress, but there is still a long way to go. However, Comelit firmly believes that a company's strength lies not only in its vision, but also – and especially – in the passion and energy of its people.



Back to the future

COMELIT TAKES CENTRE STAGE AT INTERSEC IN DUBAI, UAE, AND IN FUJAIRAH WITH AN INNOVATIVE VIDEO SURVEILLANCE PROJECT.

Giovanni di Cairano, Product Manager and Market Research for Comelit's CCTV systems, has recently returned from Dubai, where he attended Intersec (16-18 January), the leading trade fair for the security, cyber security and emergency services sector.



by GIOVANNI DI CAIRANO

Product Manager and Market Research of Comelit

The event, now in its 23rd edition, is a highly specialised platform that **allows professionals, manufacturers, clients and suppliers to get together**. The last edition was held in 2020, while in 2021 it was suspended due to the pandemic. In 2022, Intersec has made a strong comeback, with more than 1,000 exhibitors including Comelit, which has its own branch in Dubai.

'It was so exciting to go back to travelling for work,' Di Cairano admits, 'and even more so on this occasion.'





219

IS THE NUMBER OF IP
CAMERAS OF THE CITY'S
VIDEO SURVEILLANCE
SYSTEM IMPLEMENTED
BY COMELIT

The reason we went to the United Arab Emirates was not only to participate in the trade fair, but also to train operators and to supervise the setup of a major video surveillance system, which was implemented in cooperation with our system integrator and the city of Fujairah, a city along the coast of the Gulf of Oman, about an hour and a half's drive from Dubai.'

Here, Comelit set up **an innovative city video surveillance system with 215 4 Mega Pixel IP cameras and 4 PTZ cameras with 4K resolution**, managed in a central control room with a video wall and dedicated servers for data storage. The system includes products from the **Advance series**, a range of high-level products dedicated to professional video surveillance, which are ideal for medium- to large-sized systems. **The major innovation in this series is the DVA (Deep Video Analysis) technology** that is integrated into the cameras, which can **tell apart people, cars, bicycles and motorbikes by using advanced artificial intelligence systems**, eliminating false alarms triggered by small animals, weather conditions, and environmental factors. Another added bonus is the **Face Recognition** feature: a facial recognition algorithm that is integrated directly into the cameras and allows a face to be identified and

facial features to be recorded and compared with those already present in the databases. In addition to having many cameras, the video surveillance system, which is truly state-of-the-art, is made up of three storage servers that can record up to 180 days of footage, along with an "all in one" server to manage the entire system.

'We are extremely pleased with the result and with the collaboration with our system integrator: **this success is the result of a close partnership, covering everything from technical support to logistics, from operator training to guidance for setup, programming and maintenance,**' explains Di Cairano, who also adds that 'it is the embodiment of our "With You. Always" philosophy.'

Di Cairano spent two days in Fujairah, 14-15 January, and then returned to Dubai to attend Intersec: 'It is such a wonderful feeling to be able to breathe in the air of a lively market offering so many possibilities, even though the pandemic has somewhat changed the way exhibits are displayed. There were stands with only a few products on display and many demos, with little opportunity to interact directly with the exhibits due to Covid restrictions, and many of them only had virtual screens and tutorials.'

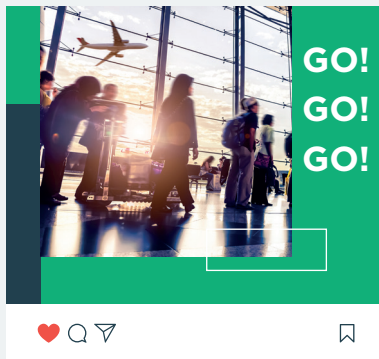
Travel diary

#backtotravelling
#negativeisthenewpositive

12.01

IT'S TIME TO TRAVEL AGAIN!

But with a little anxiety: tickets ready, documents ready, all that is left to do is wait for the swab test result – and let's hope it all goes well



13.01

NEGATIVE IS THE NEW POSITIVE

The result of the swab arrived at 11 am.

Luckily, it was negative ("negative is the new positive" as they say now) and, after rushing to Malpensa, here I am now at the airport. How sad, though: there is still little movement. I prepare myself for a six-hour flight, almost staying still and wearing the usual face mask. I'm so excited to be travelling again.



12 AM: LANDED AT LAST!

And now it's time for entry formalities: passports, stamps and checks. I can't wait to get to the hotel.

14.01

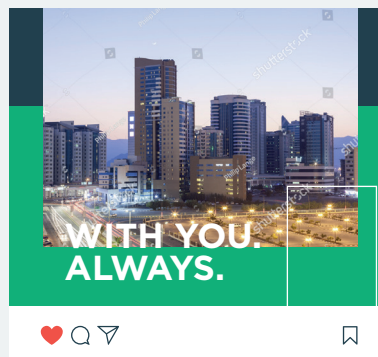
HEADING TO FUJAIRAH

Woke up early. After all, we have to get to Fujairah, which is an hour and a half's drive from here.

That is where the video surveillance system with more than 215 cameras was implemented by our local system integrator in cooperation with the local police.

We have two days of intense work ahead of us, working side by side with our installers and operators for a hands-on training and maintenance session. I am extremely proud of the work done and to be here.

Comelit, With You. Always, for real!



16.01

BACK TO DUBAI

We returned to Dubai after two days in Fujairah: everything was in perfect working order, the video wall in the control room enabled the entire video surveillance system and cameras to be monitored from a single location, and all personnel were fully active and trained.

The system integrator's eyes were full of enthusiasm and satisfaction, it was a successful challenge for us.



#ComelitWithYouAlways
#standtogether

#Comelitfinalist
#challengewon

#beSmart beSafe
#stayComelit

16.01

INTERSEC

VIRTUAL BECOMES REAL AGAIN

It is great to see each other in person again after exchanging only virtual messages and endless calls. Naturally, the way stands are set up has also changed. Everything is much more “virtual” and demonstrative, leaving little room for interaction with the products. But we’re here and that’s something.

Enough chit-chat: I have several appointments lined up and then I really want to wander around the stands to take a look at all the latest innovations!!!



18.01

AFTER THE TRADE FAIR

I missed the feeling of being at a trade fair. The last few days were very hectic, but it was nice because it had the same atmosphere as before the pandemic.

It is now time to think about returning, taking the swab test again and worrying about the result. But everything went smoothly, despite having to queue at night to take the swab test, and I'll be back home tomorrow.

19.01

LANDING IN ITALY

I landed in Italy and returned full of enthusiasm: Intersec is a leading event in the industry and the United Arab Emirates is a market that has a lot of potential.

I hope that our project in Fujairah will become the first of many.



GO FOR
NEW WORK



Smart door entry monitors in the heart of Antwerp

COMELIT TECHNOLOGY TAKES CENTRE STAGE IN BELGIUM AGAIN.

Located in the city centre, with its 26 floors – 21 of which are for residential use and 5 for commercial use – 204 flats and 37 penthouses, the Antwerp Tower is an architectural masterpiece designed by THV Wiel Arets Architect in collaboration with Matexi, the company that is currently working on a residential development project in the district. This is where elegance, beauty and functionality come together, with perfect geometric lines and sophisticated finishes.

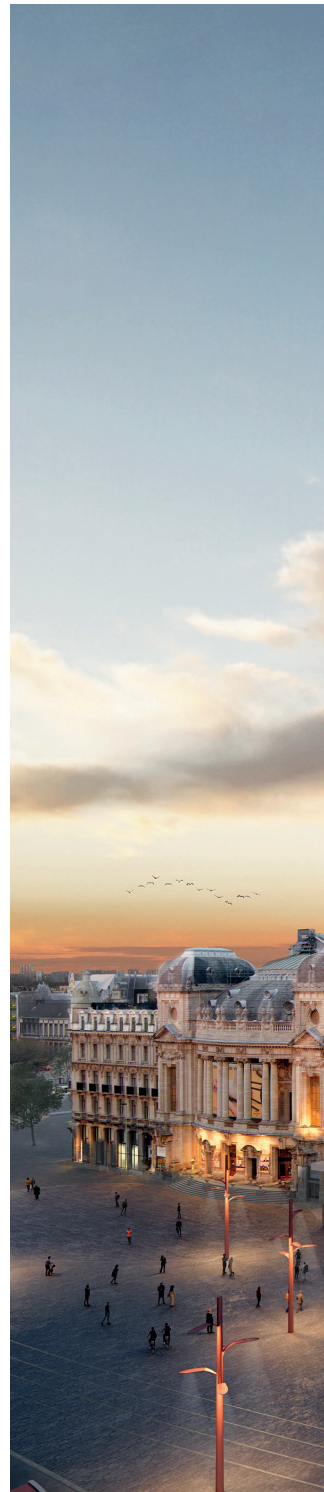
The city's tallest residential building – which is the second tallest ever, second only to the cathedral – is in a privileged location, next to the Opera House and close to the central railway station, and is well connected to the city's main roads.

The Antwerp Tower, which has always been **an iconic high-tech building**, had already installed **Belgium's first IP door entry monitor system back in 2012**, also using Comelit products (Vandalcom and Planux).

It was completely renovated in 2017 and was able to accommodate its first residents as early as late 2021.

For the new door entry monitor system in the Antwerp Tower, the owners and professionals involved in the refurbishment were seeking an interactive, efficient, functional and practical solution. This is why Ivan Geens, director of the installation company Geens El.Co, decided straight away to rely on Comelit products.

It was a joint decision that led to the installation of **241 monitors including pre-configured Mini, Mini Wi-Fi and Maxi Android monitors, along with the multi-apartment gateway 1456B, which can manage up to 200 flats**. First and foremost, the chosen





241

MINI, MINI WI-FI
AND MAXI ANDROID
MONITORS INSTALLED

200

FLATS MANAGED VIA THE MULTI-
APARTMENT GATEWAY 1456B

**THE ANTWERP TOWER,
WHICH HAS ALWAYS BEEN
AN ICONIC HIGH-TECH
BUILDING, HAD ALREADY
INSTALLED BELGIUM'S
FIRST IP DOOR ENTRY
MONITOR SYSTEM BACK IN
2012, ALSO USING COMELIT
PRODUCTS.**

solution allows calls from the external unit to be answered either from a smartphone, via the Comelit App, or from a normal GSM or landline phone. In addition, it integrates the SIP protocol that enables users to make phone calls via SIP servers or via virtual lines purchased from a SIP service provider; it allows users to make up to 4 simultaneous audio/video calls and enables remote configuration via a web interface.

The system also includes four flush-mounted entrance panels in AISI 316 stainless steel, installed flush with the wall, with a high-visibility, 8-inch capacitive touch-screen and shatterproof glass, and 41 Ultra modular entrance panels with a touch module, its most high-tech version.

THIS OUTSTANDING ACHIEVEMENT WAS MADE POSSIBLE
THANKS TO THE ADVANCED FEATURES OF COMELIT'S PRODUCTS
AND THANKS TO COMELIT BELGIUM'S ABILITY TO BUILD
STRONG PARTNERSHIPS BETWEEN THE REGIONAL SALES
REPRESENTATIVE, MICHAEL DOSSCHE, AND THE INSTALLERS.



This outstanding achievement was made possible thanks to the advanced features of Comelit's products and thanks to Comelit Belgium's ability to build strong partnerships between the regional sales representative, Michael Dossche, and the installers. An effective team capable of managing complex projects, understanding the client's needs, and implementing smart solutions.

Therefore, the use of Comelit's reliable products, combined with easy-to-use control systems and the option of setups designed to be suitable for everyone has proved that the expertise of the professionals involved in the installation was key to doing a great job. The support and technical assistance offered by Comelit for such a well-structured project was invaluable, demonstrating an added value that puts into practice the "With You. Always" slogan.'

This value was also confirmed by the installers: '**Comelit's decision was based on the functions of the chosen system**, on fair **value for money** and, especially, on an **excellent service**,' confirmed Ivan Geens.





Liguria: aiming to control the territory

COMELIT IS A PARTNER IN AN INTERMUNICIPAL PROJECT FOCUSING ON SECURITY.

A state-of-the-art video surveillance system, which uses radio links and ADSL, aimed at securing the territory of the three municipalities involved – Cisano sul Neva, Castelbianco and Nasino – but also, and especially, the SS 582, one of the main routes connecting Piedmont and France with the Ligurian coast and the city of Albenga.

Comelit was commissioned to provide the systems for this large-scale project, and was able to draw on the expertise of two key figures such as Gianluca Picchio, sales technician, and Stefano Ranica, product specialist. 'We were contacted by the installing company, C.M.F. Impianti, which we have known for many years and have mutual respect for each other,' they explain. We performed a number of site surveys together and helped to **design the system**, which was completed last summer, and provided **the necessary technical support for selecting the materials.**

But Comelit's involvement in this project continued: 'We **guided the**

client step by step, also in the after-sales phase and in setting up the system.' In order to get a good signal reception, Picchio even went up to the summit of Monte Santa Croce, linking up with his colleague Ranica to make sure the radio link antenna was in the correct position. That's what you call field assistance.

The system is divided into several stations, with 16 context video surveillance cameras and 7 cameras for number plate reading, specifically the versatile and accurate LPR DUAL LANE camera, which can be used for dual-lane number plate reading in both directions of traffic, and the LPR





CERTAIN VIDEO
SURVEILLANCE
CAMERAS HAVE A
VIDEO ANALYSIS
FUNCTION, WHICH IS
A SMART SYSTEM THAT
MAKES IT POSSIBLE
TO CHOOSE WHICH
RECORDINGS TO
WATCH.

5-55MM IP camera for number plates and dangerous goods.

'Some cameras for the video surveillance of areas such as the entrance to the town hall, the town centre, and the household waste recycling centre, are equipped with video analysis' explains Ranica. **This smart system makes it possible to choose which recordings to watch.**

This means that, for example, it is no longer necessary to watch hours upon hours of recordings, but it is possible to see at a glance the exact instant when something suspicious happened, for example if waste was dumped outside the centre or other irregularities.'

The system is complemented by a

16

CONTEXT
SURVEILLANCE
CAMERAS

7

NUMBER PLATE
READING
CAMERAS

1

CONTROL
ROOM

2

"CLIENT"
WORKSTATIONS



control room in the lead municipality and two “client” stations at the traffic police headquarters in Cisano sul Neva and at the Carabinieri station in Albenga.

Massimo Niero, Mayor of Cisano sul Neva, the lead municipality, explains the reasons why he decided to set up this video surveillance system in agreement with two other municipalities and Castelbianco: ‘The original aim of the project was far more ambitious than just monitoring the territory, which is certainly important too,’ he explains. ‘Our municipality is located on a major arterial road, the SS582, which connects the coast with Piedmont and the French border.

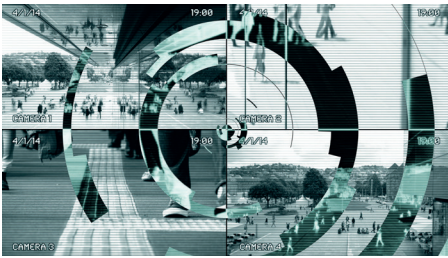
The high-definition resolution of the system allows the local police to keep an eye on passers-by, including any suspicious vehicles, while context cameras also help to monitor sensitive locations including wooded areas at risk of fire. **We are extremely pleased with the outcome and hope that it can serve as a deterrent for petty crime and that it will contribute to improving citizens’ lives.’**

The mayor added: ‘I am certain that, now more than ever, we need to look beyond parochial interests so that we can guarantee installations and large-scale projects such as this one, so as to connect territories and optimise services.’

It is now the turn of Claudio Donato, owner of C.M.F. Impianti based in

**‘IT IS A MIXED SYSTEM WITH RADIO LINKS AND ADSL;
THIS INSTALLATION REQUIRED A SPECIFIC DESIGN
DUE TO THE FACT THAT IT IS A MOUNTAINOUS AREA,
AND THIS IS THE REASON WHY WE DECIDED TO TEAM
UP WITH COMELIT, WHICH SUPPLIED US WITH THE
NECESSARY MATERIALS.’**

Claudio Donato, owner of C.M.F. Systems



Borghetto d'Arroschia (in the province of Imperia), the installer who implemented the video surveillance system in the three municipalities of Cisano sul Neva, Castelbianco and Nasino.

Mr Donato points out: 'It is a mixed system with radio links and ADSL; this installation required a specific design due to the fact that it is a mountainous area, and this is the reason why we decided to team up with Comelit, which supplied us with the necessary materials.'

A choice inspired by trust and availability: 'We have been working with this company for several years now, and so we have learnt a great deal about their products. **We know that we can always count on Comelit's technical and logistical support.** The materials are delivered on time and accurately and, if any difficulties arise, it is easy to contact both the head office and the local contact persons.

Comelit is a partner you can count on. Always'.

With the implementation of the video surveillance system, tangible results have already been achieved: 'The number plate recognition system has allowed the local police to identify those guilty of dumping waste illegally and to better monitor the area.' This successful implementation has also inspired other municipalities to follow suit.

Donato confirms: 'Indeed, the municipalities of Armo, Borghetto d'Arroschia and Ortovero also got in touch for a similar implementation.'

It was a complex project involving many players, which made it possible to forge synergies and collaborations that exceeded standards, which demonstrates that Comelit is a company that is always committed to supporting its clients at all times.

SECURITY AS A COMMON GOAL

THE SWEDISH MULTINATIONAL COMPANY ERICSSON
CHOOSES COMELIT FOR THE VOICE EVACUATION
SYSTEM AT ITS ROME HEADQUARTERS

Guiding personnel and guests to the correct escape routes in order to ensure an orderly and, above all, safe exit in emergency situations. This challenge was accepted by Comelit, which helped to design and implement the voice evacuation system at the Ericsson centre in Rome.

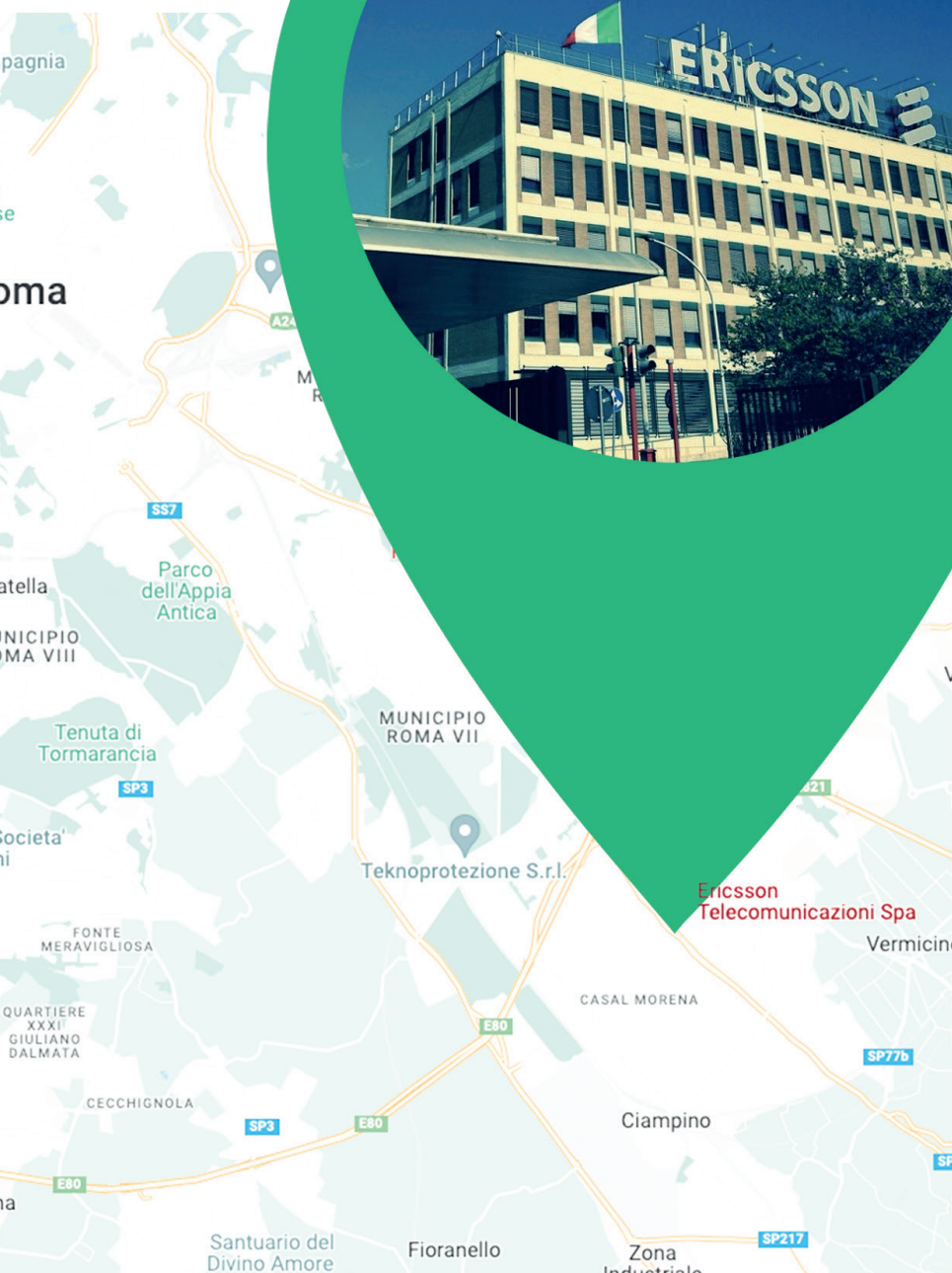
The Swedish multinational corporation is a leading supplier of communication technology: its relations with Italy and, specifically, with Rome began in 1918, when it acquired shares in Fatme (Fabbrica Apparecchi Telefonici e Materiale Elettrico), a small factory in a suburb of Rome that produced electrical and telephone equipment. Today, besides its headquarters in Via Anagnina in Rome, Ericsson has three R&D centres in Italy, in Genoa, Pisa and Pagani, in the province of Salerno, employing more than 4,000 people and with 5,000 collaborators in the supply chain.

The voice evacuation system was implemented only a few months ago,

precisely **in Rome's business district**, which can almost be considered a small citadel due to its size and the number of employees and professionals who work there.

As Andrea Ricci, Technical and Commercial Manager, and Davide Carboni, Technical Area Manager at Comelit, explained, 'the project concerned in two multi-storey buildings. It involved installing approximately **400 different types of sound diffusers to ensure the system is as efficient as possible**, setting up two control units connected to the general control room and one for the two stations outside the buildings from which, in the event of an emergency,





**COMELIT JUMPED
AT THE CHANCE OF
JOINING THE PROJECT,
AND SHOWED
GREAT FLEXIBILITY,
AVAILABILITY, AND
PROBLEM SOLVING
SKILLS.**

the Fire Brigade or other police forces can connect to the system and give voice commands to properly evacuate the area.'

In order to achieve such results, bidirectional outdoor projectors (49PRB105) with water-resistant frames and two loudspeakers were used, which are particularly suitable for high-traffic areas, corridors and large spaces.

Moreover, robust and reliable wall and ceiling loudspeakers (49DPQ110) were also installed, along with light fittings for suspended ceilings (49PLA106) with a subtle, elegant design and a

2+2

**CONTROL UNITS AND
OUTDOOR STATIONS TO
EVACUATE THE AREA**

400

**DIFFERENT TYPES OF SOUND
DIFFUSERS INSTALLED TO ENSURE
MAXIMUM EFFECTIVENESS**

WE KNEW IT WOULDN'T BE AN EASY PROJECT, BUT WE HAD A RAPPORT WITH COMELIT'S SALES ENGINEERS AND INSTALLERS, AND THIS ALLOWED US TO IMPLEMENT A SYSTEM WITH A FULLY FUNCTIONAL, DETAILED DESIGN.



fire dome. The emergency response stations are located in built-in cabinets with transparent front doors, which can be easily identified and reached.

'The system was installed as part of a larger project aimed at renewing the fire protection certificate,' explains Engineer Nicola Vellecco, the design consultant and works supervisor appointed by Ericsson. **'Comelit jumped at the chance of joining the project, and showed great flexibility, availability, and problem solving skills.** In fact, at first, another supplier had been chosen, but this supplier encountered difficulties with procurement. When we turned to Comelit, the system had already been



partially defined and we knew that it would not be easy to complete it. But we had a rapport with Comelit's sales engineers and installers, and this allowed us to implement a system with a fully functional, detailed design.

Comelit's strength? It is willing and able to work in synergy with our technicians and installers on a common goal: system efficiency.'

Mr Ricci and Mr Carboni then explained: 'We supervised the entire project, from pre-sales to after-sales, working alongside the company's technicians and installers, and identified suitable products that could be adapted to the existing wiring. In some cases, we helped to define solutions that increased the system's effectiveness. We believe it is our duty, as our slogan 'With You. Always' says: we have always been there for our clients and installers. And we are proud of this'.



COMELIT: A SUCCESSFUL FIRST COLLABORATION!



“ We were impressed by how helpful and competent Comelit’s technicians were, also during the design stage, and how well informed they were about technical regulations. A crucial factor were logistics and timing; in fact, they were essential for an overall cost-effective operation.

CLAUDIO DI CESARE, TECHNICAL DIRECTOR OF BEN.IMMOBILARE S.R.L

Ben. Immobiliare is a construction company specialising in renovations. Our company was founded in 2000, and we act as a general contractor so that we can offer our clients a single point of contact for the various professional activities involved when carrying out a renovation.

As for the project regarding the central office of the multinational telecommunications company, we were responsible for installing the EVAC system through our own collaborators, and it was the first time we worked with Comelit. We are extremely satisfied and were impressed by how helpful and competent Comelit’s technicians were,

also during the design stage, and how well informed they were about technical regulations.

Logistics is a crucial factor for us: one of the added values was that the materials were delivered on time. There wasn’t a single day’s delay, which is essential for an overall cost-effective operation. In fact, the voice evacuation system was implemented as part of a larger project, and the fact that the materials were delivered on time allowed us to keep to the schedule with the client, which is a sign of true professionalism. If other opportunities arise, we will be happy to involve Comelit: it really is a reliable partner.’

10 / THE CHAMPION

Mug 2 Wires

A SINGLE PLUG&PLAY INTERFACE TO EVOLVE A SIMPLE 2-WIRE DOOR ENTRY MONITOR SYSTEM IN A BLOCK OF FLATS INTO A COMPLETELY CONNECTED SYSTEM!

Practical, easy to install and use, and especially, ‘With You, Always’: these are the strengths of Comelit’s innovative module.



by PIER DAVIDE MENOLFI

Technical Product Manager
of Comelit

It is a product specifically intended for door entry monitors, designed for residential buildings with multiple residents, such as blocks of flats, which allows users to forward door entry monitor calls directly to their smartphone.

Therefore, the 1406 module is a simple “plug & play” device, which, when added to a 2-wire Comelit door entry monitor system in virtually any building, turns it into a smart building, allowing those who live in it to manage all door entry monitor functions directly from their smartphone wherever they are, using an app called SimpleApp that is easy and quick to set up.

After all, answering the door entry monitor remotely has become a common necessity: just think of how much online sales have increased and, consequently, courier deliveries. With item 1406, **users can answer the door entry monitor, check who is** ringing the doorbell and **let him/her in,** and give instructions on where to leave any goods to be delivered. What is more, **the system can also be connected to other Comelit applications,** such as security cameras, and users can also check if packages are properly delivered. Simplicity and all-round integration.





Truly extraordinary potential: with a single device, an entire building can become smart. **In fact, it can manage up to 50 flats, and up to 15 users can be activated for each flat.**

Installation is simple: this is a prerogative for Comelit, which wants to always be there for its installers and support them by providing highly usable products. The device can be installed in common areas and does not require a dedicated room; it is compatible with all Comelit monitors (Simplebus2 technology), allowing end users to choose the one that best suits their style requirements. **It is a multi-user device**, which means there is no need to access individual flats to install it, and it is also not connected to the Internet networks of individual users. It is already configured and ready to use for most Comelit door entry monitor systems. Moreover, **the installer can manage the system remotely and make changes and upgrades via the MyComelit app.** Last but not least, users can also check their missed calls thanks to the video memory function.

50 — FLATS MANAGED
WITH 1 DEVICE

15 — USERS PER
FLAT

1+1 — KIT WITH 1 SIM
AND 1-YEAR
INTERNET
CONNECTION
INCLUDED

Champion



**Be Smart
Video**



**Be Smart
Brochure**

This new interface is conceived and designed to be suitable for everyone: the installer, the building manager, anyone who needs to manage user changes, even remotely, and the end user. The product is supplied with 50 labels with QR, and a label is assigned to each flat. **To activate a user, all you need to do is scan the QR code and download the SimpleApp, create a Comelit account and pair it with your flat by scanning the QR code again.** The procedure, which is actually very simple, is fully guided, and a short tutorial on how to use it will soon be available.

As for connectivity, users can use the connection of their block of flats, or purchase the K1406 kit, which includes not only the 1406 device but also a 4G router with 1 year connection included in the price. We take care of everything!

Renewing connection is easy and straightforward: users can simply purchase a scratch card in different denominations (1, 2, 5 or 10 years). To make things even easier for installers, **Comelit also offers the option of taking care of renewing the connection service:** as soon as it expires, Comelit's personnel will contact the person in charge of the system via the contacts provided during registration in order to assist with the renewal procedure.

It is a smart opportunity for installers and building managers, who will be able to offer their clients an innovative, simple and reliable solution!

**A SINGLE DEVICE IS ALL IT TAKES TO BRING SMART
TECHNOLOGY INTO A BLOCK OF FLATS. AND IT IS
EXTREMELY EASY TO INSTALL, SINCE IT DOES NOT
REQUIRE SETTING UP.**

**Setting up your flat is
easy and quick to do**





WITH
YOU
ALWAYS

COMELIT
WITH • YOU • ALWAYS