

An Italian IT start-up, developer focused on virtual and augmented reality experiences for the healthcare sector, is looking for commercial agreements with technical assistance and research cooperation agreements.

- **SCHEDA**
- **APPROFONDIMENTI**

---

An Italian IT start-up, developer focused on virtual and augmented reality experiences for the healthcare sector, is looking for commercial agreements with technical assistance and research cooperation agreements.

*Identificativo proposta: TOIT20200312001*

**RICHIEDI MAGGIORI INFORMAZIONI**

This Italian innovative start-up, focused on virtual and augmented reality for medical practice and surgery, is interested in collaborating with universities (medicine faculties), industries and distributors for neurosurgery, in order to improve the medical care sector. Partners are sought for commercial agreements with technical assistance and research cooperation agreements in the markets of the Russian Federation, Germany, Turkey, United Kingdom and France.

This start-up was established in Northern Italy in 2017, with the main purpose to create value for industrial manufacturers developing virtual reality experiences. Thanks to a long-lasting experience in IT, mobile development and an innovative vision, this company started its activity in the field of virtual reality, signing many partnerships with local SMEs focused on food & beverage machines manufacturing, but also with big corporations such as Siemens Italy. This start-up has created a real innovative suite in virtual and augmented reality addressed to surgeons, in two main areas: brain surgery and spine surgery. Smart glasses become an information hub during the surgery: • Radiography • CT Scan • Computed tomography angiography • Volume render of tissues The Smart glasses are available exactly when needed, keeping the operating field sterile. The system can be navigated using sterile gloves in the air, without touching non-sterile items. The distinctive factors deriving from the use of these technologies facilitate the work of surgeons, who are able to directly display the tissues position in their visual field, and also in the pre-operation planning. Other therapeutic applications (e.g. cardio surgery, orthopedics, dental...) can be evaluated according to business opportunity. This start-up has a patent for using holographic display during surgery. It is currently pending in Europe and the Middle East. The main values provided from the virtual reality applied to industry are: - 3D reviews optimization; - Saving on manufacturing costs and time consuming activities: customers can visit the plant before the installation, checking ergonomics, compliance, and other useful information; - Process training activity: clear improvement of the efficiency and training of employees regarding complex procedures. From 2018, this company has been applying virtual reality and augmented reality to the medical sector, creating and developing three partnerships with relevant medical faculties of universities in Italy and Saudi Arabia. This start-up has performed the first neurosurgery in Turin (Clinica Fornaca) under the supervision of a head physician of Turin's "Città della Salute" and has planned the clinical trial. The main revolutionary innovations implemented are: - A complete training in virtual reality for medical thoracoscopy, addressed to the physicians following the specific course. The apprentices can practice the medical protocol on a virtual patient, instead of a real one (not allowed in the real world). - An ongoing project in neurosurgery, developed in cooperation with two Universities (Turin and Kaust) and a private company. This company has helped the surgeon to interpolate several data in the operating room, visualizing them in real time on a screen in augmented reality. - This company is involved in a project for a pharmaceutical company, helping the researchers to conduct the observation of rats under specific treatments. This observation is conducted through a computer vision system written by this start-up. This

Italian company is searching for research cooperation agreements with universities (in particular medicine faculties) to propose its services of virtual reality and augmented reality, computer vision and training in virtual reality or augmented reality in surgery and in the healthcare sector. Commercial agreements with technical assistance are sought with industries and distributors for neurosurgery, to adapt/develop their holo surgery services to new applications or sectors, giving start to collaboration projects. This start-up is interested in establishing a long-term mutual co-operation in the markets of the Russian Federation, Germany, Turkey, United Kingdom and France.

**Riferimento Esterno:** TOIT20200312001

**Tipo:** Technology Offer

**Paese:** Italy

**Presentazione:** 12/03/2020

**Ultimo aggiornamento:** 15/04/2020

**Scadenza:** 16/04/2021