

PRESS RELEASE

Milan, November 23<sup>th</sup>, 2022

## ActionAid chooses Ultra to represent in the metaverse a woman's journey of rebirth after violence

***As support for ActionAid's #FreenotFreezed campaign for the International Day For The Elimination of Violence Against Women, Ultra creates an immersive mixed reality experience, between physical and virtual, at MEET (the Digital Culture Center) in Milan***

Ultra, the Spindox Group company that designs and creates immersive experiences in virtual reality, has been chosen by ActionAid to create an experience between real and virtual in the metaverse during the event **"#FreeNotFreezed. Women's empowerment in the fight against gender-based violence through metaverse and reality"**.

The event took place this morning at the MEET - Digital Culture Centre in Milan and represented a moment of awareness and education for companies with the aim of defining welfare tools that are inclusive and attentive to women who have experienced abuse. The event was attended by journalists, popularisers and activists such as Giulia Blasi, author, professor and activist, Sumaya Abdel Qader, author and sociologist, Leila Belhadj Mohamed, editor and podcaster, Corinna De Cesare, journalist and founder of thePeriod, Ella Marciello, Creative Director and activist of Hella Network and Maura Gancitano, philosopher and co-founder of Tlon.

Ultra worked with a playwright and a team of actors, transforming the immersive hall of the MEET into a stage where physical and virtual space interact and integrate. In line with ActionAid's #FreenotFreezed campaign, the starting point of the journey is a block of ice representing the absence of adequate policies that is threatening to freeze the path to freedom for women escaping domestic violence.

With this experience, Ultra shows how the metaverse, and immersive realities in general, can spread deep and important content, bringing it to the audience through innovative ways

*"By involving users personally, they become active players and have the opportunity to make the message they want to communicate their own,"* said **Valentina Temporin, co-founder of Ultra**.

*"Using an innovative tool, accessible to the public, to convey such important stories and documents can bring many users closer to information they might not otherwise reach,"* added **John Volpato, co-founder of Ultra**.

*"We chose the immersive experience in the metaverse because we believe that innovative technological tools can play a fundamental role in raising awareness on the issue of violence against women, creating empathy and inspiring concrete actions"* says **Katia Scannavini, Deputy Secretary General of ActionAid Italy**.

Ultra considers the metaverse and virtual reality as a means of conveying and increasing the possibilities to achieve greater knowledge and awareness of contents that deserve to be explored. By combining technology and design and focusing on the user experience, Ultra's experiences give focus to contents into a unique virtual environment, paying attention to all aspects of the experience itself.



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## About Spindox

*Spindox operates in the ICT services and products market, positioning itself as a company that designs, develops and integrates innovation. It is one of the top 50 companies in the sector in our country by turnover (source: IDC / Data Manager, 2020 data) and one of those with the highest growth rate over the last four years (CAGR 2017-2021 of 21%). The group has more than 1,000 employees (as of 31 December 2021) spread across nine Italian offices: Milan, Rome, Maranello, Turin, Florence, Cagliari, Trento, Bari and Ivrea and four foreign offices in Spain, Switzerland, the UK and the USA. Spindox's mission is to support its customers' business innovation by offering consultancy, IT and network engineering services, integrating technology, research and artificial intelligence.*

### **Spindox S.p.A.**

**Head Office:** Via Bisceglie 76, 20152 – Milano

**Referent:** Paolo Costa – Chief Marketing and Communications Officer, Investor Relator

**Contacts:** paolo.costa@spindox.it - +39 02 910 95101

### **Investor Relations & Market Advisor**

KT & Partners

Chiara Cardelli / Kevin Tempestini

ccardelli@ktepartners.com – tel. 02 83424008

Mob: +39 3387129015

### **Media Relations**

#### **Spriano Communication & Partners**

Via Santa Radegonda, 16 - 20121 Milano

Matteo Russo: Mob: +39 347 9834 881 mrusso@sprianocommunication.com

Fiorella Girardo: Mob: +39 348 8577766 fgirardo@sprianocommunication.com

**Spindox S.p.A.**

**Sede legale:** Via Bisceglie 76, 20152 – Milano MI Italy