

The WMF Future Show brings the Future to Fiera di Rimini with some of the world's most advanced prototypes for the first time in Italy

Highly advanced robots and futuristic technologies. At the WMF - the largest Digital Innovation Festival on the planet - comes an event that concentrates some of the world's most innovative technological products at the Fiera di Rimini including the Emilia 4 solar car, VR cinema and the exclusive first flight in Italy with Gravity Industries' Jet Suit. From June 16 to 18, it will be possible to touch the Future at the WMF Exhibition Area.

Bologna, 07/06/2022

In the 2022 edition of the **WMF**, at the **Fiera di Rimini from June the 16th to 18th**, the future takes the stage with the **WMF Future Show**; an event that will host ideas and technologies **never seen before in Italy** with live demonstrations, the chance to interact with technological devices that are still experimental, as well as moments of entertainment and education.

The WMF Future Show will take the festival audience into the future.

"We have been discussing the topics of robotics and artificial intelligence for several years at WMF and, the intent, is to do so while also looking at the usefulness and positive impact of these advanced technologies on society as a whole. This year, among others, we will have SPOT, the quadruped employed in monitoring activities that are dangerous to humans and iCub, used in Health research and innovation. There will certainly be no shortage of moments of pure spectacle - affirms **Cosmano Lombardo** - CEO of Search On Media Group and creator of the WMF - "in fact, we will have the pleasure of hosting at the Festival the first flight ever made in Italy with the Jet Suit by Gravity Industries, a spectacle not to be missed.

So at the **WMF Exhibition Area**, with **more than 250 exhibitors**, it will be possible to get hands on the most innovative inventions of the moment, interacting with highly advanced robots, immersing oneself in virtual reality, and exploring the potential of **futuristic mobility**.

Robotics is the gem of this edition, which sees for the first time the presence of robots to which the Festival has dedicated interventions, documentaries and panels over the years. Thanks to the collaboration with the **Digital Library of the MiC** - Ministry of Culture, which is present in the exhibition area with a booth by the **General Secretariat**, visitors will have the opportunity to see and interact with **Spot**, the revolutionary mechanical quadruped produced by Boston Dynamics and used in contexts dangerous to humans.

Another highly advanced robot, to which the WMF has also dedicated an episodic documentary available at [this link](#), will be **iCub**, the humanoid machine born from a European open source project and developed by the **Italian Institute of Technology (IIT)**. There is also great anticipation for the presence of **Sophia**, the world's most advanced humanoid robot from Hanson Robotics Limited, who will arrive in Rimini directly from Hong Kong, to co-host with **Cosmano Lombardo** - CEO Search On Media Group and creator of the WMF - the Festival Mainstage.

Italian robots from **Teotronica- Robots Edutaiments** - Teotronico, the pianist robot, Robidone, the machine that educates on recycling, and Roboldo, the opinionated robot, will also be present for the WMF Future Show.

Even live performances will be made by robot musicians. After a first appearance at WMF2019, **One Love Machine**, the band made up solely of **machines**, will enliven several moments of the festival by bringing its environmental message: the group is in fact made up of **robots made solely of recycled metal materials**.

Not only robotics, but also inventions capable of revolutionizing the way humans act and operate. At the WMF, with an Italian premiere, it will be possible to witness the first flight ever made in the Peninsula with the **Jet Suit**, the revolutionary carbon fibra suit designed by the British company **Gravity Industries**, which allows humans to hover in the air without any additional support other than the suit itself. The demonstration, by **Alex Wilson**, one of Gravity's 9 pilots and the company's **Head of Electronics**, will amaze attendees in the pool stage area in an incredible flight show.

In addition to the flying show, space will also be given to new frontiers related to mobility: for the theme of futuristic mobility, **Emilia 4**, the solar-powered electric car developed by a team of engineers from the University of Bologna, will be present and exhibited at the Festival in the WMF area. The car uses an amount of energy similar to that needed to run a hair dryer. It is powered by five square meters of solar panels and can reach up to 110 kilometers per hour. It was awarded the winner of the **2018 American Solar Challenge**, beating out the competition.

Future entertainment will also be featured at the Future Show, with revolutionary new technologies transforming the concept of Cinema.

From the collaboration with **RAI CINEMA**, as part of the WMF Innovation Film Fest event, innovative screenings of films and cinematic short films will be enjoyed in VR (Virtual Reality). Thanks to a collaboration with **MiC's Digital Library**, instead, visitors will be able to access a 360-degree immersive experience.

With the WMF Future Show, the latest technologies and innovations will be all together for the first time in Italy for an unparalleled experience.

It is possible to attend the WMF Future Show with different types of tickets, in particular the new **Fair ticket** allows access, in addition to the Future Show, to 21 open stages and to the entire Fair Area and its events. The **Visitor ticket**, in addition to the fieristic part, also allows you to attend all

the Mainstage events, while the **Full ticket** also gives access to all the Training on the topics of Web Marketing and Digital Innovation, the most comprehensive in the world.

Useful Links

- [Future Show](#)

WMF - The Largest Festival on Innovation

On June 16, 17 and 18, the International Trade Fair dedicated to the world of innovation returns: the WMF2022, scheduled to take place at the Rimini fiera, will once again bring together professionals, industry players, startups, universities, NPOs and institutions for a three-day event entirely dedicated to digital and social innovation. With more than 24,000 attendees in 2021, 100 events in 3 days, more than 600 speakers from around the world, and more than 500 exhibitors and sponsors in an Exhibition Area that also welcomed Ministries, Regions, Municipalities, Public Entities, and more than 700 startups and investors: the WMF - conceived and produced by Search On Media Group - is the largest Festival on Digital and Social Innovation.

Search On Media Group

Since 2004, the company has aimed to spread digital culture by managing communities, supporting sharing activities, and conducting strategic and operational consulting, with the Search On Consulting department, in the area of Digital Marketing and Digital Transformation for large companies.

From the experience and professionalism of Search On Media Group comes the Education Business Unit-which organizes the WMF and other training events-and the hybrid.io platform-which manages online, hybrid, and offline events in a customizable and flexible manner.

For information and materials

- WMF Press Office: press@ilfestival.it / Tel: 051 0951294