

COMUNICATO STAMPA

**Relatech democratizes access to the digital world:  
RexAI, the innovative Artificial Intelligence technology for the  
smart industry, presented at the SPS Fair in Parma**

Parma, 29<sup>th</sup> May 2024

**Relatech S.p.A.**, *Digital Enabler Solution Know-How (DESK) Company* listed on the Euronext Growth Milan market (Ticker: RLT) is proud to announce the official launch of its new **RexAI** technology at the 2024 edition of SPS Italia. It is an *innovative cutting-edge technology* that represents a turning point in the field of **artificial intelligence** applied to industrial processes and revolves around the concepts of explainability and trust. The aim is to make man an active protagonist and not only able to operate a machine, but to establish a real collaboration with it. RexAI is a complete solution that, with the frontier technology of artificial intelligence, combines a robust set of skills that Relatech makes available to guide companies in the collaborative use of AI to support processes and give life to that digital humanism that characterizes industry 5.0.

**What is RexAI?**

RexAI is the new digital assistant that Relatech offers to companies to make artificial intelligence a comprehensible and transparent technology. Its name RexAI comes from the combination of the prefix "Re", representative of Relatech, and "xAI", which stands for Explainable AI. The choice to give this designation reflects Relatech's commitment to making artificial intelligence an accessible and understandable technology for the end user, regardless of their level of technological readiness. This is also in line with what is stated in the AI Act, the law on artificial intelligence recently approved at European level, whose aim is to ensure that AI systems reflect the fundamental rights and values of the EU - including human centrality, security and transparency - while promoting innovation in a non-technological key, but also social and environmental well-being.

**Why do we need explainable AI?**

Today, everyone is talking about Artificial Intelligence, however in most cases it is still perceived as a "black box" that does not offer any transparency on the factors that lead to a certain decision. The success rate in adopting a technology is no longer only strictly dependent



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on its ease of use but also on the trust it inspires, and RexAI makes AI a technology that is understandable to humans, offering users the ability to talk to the machine and understand the motivations behind every decision made by artificial intelligence. This approach is particularly crucial in the manufacturing industry, where timely, accurate and motivated decision-making is the foundation of operational excellence.

### **Key Features of RexAI**

RexAI is the link between the digital and physical worlds. In Relatech's vision, RexAI represents the guide within the enterprise of the future, as it enables the interaction between the physical and virtual worlds in a fluid way, between machines or production processes and their digital representations seamlessly. A digital assistant that not only allows you to communicate with machines in natural language, but also allows access to corporate and general context information, making every operation more efficient and immediate.

### **Practical applications**

During the SPS Exhibition, Relatech shows how RexAI can be used in various production contexts. Inside the booth, a demonstration allows you to see RexAI interact with a cherry dispensing machine, showing how natural voice command can translate into precise and optimized actions. In addition, RexAI offers easy access to analytics, providing targeted answers to the questions asked by the user based on all the data generated by the machine.

### **Integration with the Relatech offer**

RexAI will be integrated into all Relatech products, starting with the ReFab Studio platform. It is a solution that allows the digitization and modeling of plants and production processes that reduces the distance between the physical and digital worlds, offering through RexAI the opportunity to access universal knowledge that goes far beyond the simple digital model. ReFab Studio, combined with RexAI, allows you to monitor, predict, and interact with your business assets efficiently and accurately.

### **Into the future**

Precisely because of its ductility, RexAI technology can represent a point of arrival for companies already digitized, but also a starting point for those who intend to embark on a digitization path.



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To learn more about RexAI, we invite you to follow the **conference "The impact of Generative AI on manufacturing processes" 30 May at 10.00 am – Arena Tech Hall 7** or to visit the **Relatech-EFA Automazione booth Hall 5 G005**.

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*[Relatech](#) (ticker RLT ISIN IT0005433740), Digital Enabler Solution Know-how (DESK) Company listed on the Euronext Growth Milan market since June 2019, has been active for over twenty years in Digital Enabler frontier technologies, such as Cloud, Cybersecurity, IoT, Big Data, Blockchain, Machine Learning. Relatech is the reference partner for the Digital Innovation of companies and is at the head of a group of companies highly specialized in Digital Enabler Technologies united by the common mission of supporting customers in the digital transformation process. Relatech constantly invests in Open Innovation with intense R&D activities carried out by internal hubs in collaboration with universities and national research centers. Thanks to the RePlatform digital platform and the know-how deriving from the ecosystem of scientific and technological partners, Relatech develops digital services and solutions capable of innovating the business model of its customers, ensuring sustainable business growth for all those companies that see the digital innovation process as the key to current and future success.*

*[EFA Automazione SpA](#), part of the Relatech group, has been operating for 30 years in the field of industrial automation with products, solutions and know-how dedicated to the world of connectivity for system integration. An absolute forerunner of some of the issues that permeate the current 4.0 scenario, EFA Automazione has anticipated many technological trends, including that of IoT, which is currently riding as a protagonist by offering cutting-edge solutions in the use of the cloud and wireless communication in all its architectural forms. EFA Automazione is a unique reality in the national industrial landscape, able to offer a strategic advantage to all stakeholders of the ecosystem of which it is part: customers, system integrators, partners and suppliers. The synergy with Relatech makes EFA Automazione a hub equipped with 360-degree skills, technologies and assets in the field of IT/OT convergence, through which companies - both SMEs and large - can access the most advanced digital technologies to solve all the needs of connectivity, collection, analysis and protection of data and machines in order to increase their margins and compete better and better on their outlet markets.*

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