Sinbit s.r.l.

Fields of business: research, design and development of computer-based products.

Sinbit is a highly-specialized company in the area of Information and Communication technologies, aiming to launch new knowledge-representation and interaction models on the market. Sinbit is especially focused on exploiting the opportunities offered by mobile devices to support user experience in highly engaging contexts.

In RiOTModel, the first knowledge-representation and interaction model designed by Sinbit:

- domain knowledge is represented through a network of smart objects;
- time and space are considered key dimensions in determining user experience;
- final users themselves play a central role in shaping their own experience and their context of interaction.

SmartFair, Sinbit core product based on RiOTModel, is a format for a suite of software applications targeting the domain of exhibitions and trade shows. SmartFair applications are meant for different devices (e.g., smartphones, tablets, PCs) for different platforms (e.g., mobile operative systems, such as Android and iOS, as well as the web) and for different types of users – organizers, exhibitors and visitors. Launched on the market in October, 2012, SmartFair format has been adopted by various exhibitions such as the Salone Internazionale del Gusto and the Salone Internazionale del Libro, two of the most important exhibitions taking place in Turin.

SmartHoliday, SmartMall and SmartShopping are other products based on RiOTModel which target holiday resorts, shopping malls and specialized shopping facilities distributed on a certain territory, respectively.

At a more general level, Sinbit products are aimed at promoting the business and elements of interest of a territory, be they exhibitions, shops or tourist facilities. Thus,

Sinbit not only targets organizers and other stakeholders in the sector of exhibitions and tourism, but also public administrations which are interested in supporting and advertising territorial excellence.

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