

PRESS RELEASE

Bozen/Bolzano, 12th November 2024

Digital innovation marathon at NOI Techpark

95 young talents developed digital solutions for six local companies and the White Cross in just 24 hours

Bolzano, 12th November 2024 – On Friday 8th November at 3 p.m. the NOI Hackathon SFSCON Edition officially started. More than 30 teams of software developers and creatives gathered at NOI Techpark, ready to work non-stop for 24 hours on the challenges proposed by seven local companies and institutions. Among the supporting companies were ACS Data Systems, Gruber Logistics, Konverto, Markas, Telmekom and Systems, together with the White Cross, in search of innovative digital solutions. The results were astounding: from rescue planning optimised with artificial intelligence, to a gaming app to raise environmental awareness, to a chatbot to automate communication with suppliers.

The hackathon was organised in collaboration with the **Stiftung Südtiroler Sparkasse/Fondazione Cassa di Risparmio di Bolzano** as part of **SFSCON**, the international Free Software conference held at NOI Techpark. Hundreds of developers, data scientists, companies and start-ups from all over Europe gathered for two days to discuss trends, technologies and innovations in the Open Source world. More than 90 of them took up the challenge of the **24-hour programming marathon**, creating bespoke digital solutions for the participating companies and institutions.

The “Infinity Sharp” team developed a solution for **ACS Data Systems** to profile and interact with customers using artificial intelligence, computer vision and sensors to improve the personalisation of advertising content and interaction. A chatbot based on artificial intelligence, called “Routebot”, was created for **Gruber Logistics** to automate communication with suppliers and reduce staff workload. The “Untrashed” team took up **Konverto’s** challenge and created a gaming app that encourages users to keep public spaces clean by reporting and collecting litter, thus promoting environmental awareness. “WKonnect” worked for **Systems** and the **White Cross**, using AI to automate the planning and optimisation of rescue routes, improving the efficiency of human resources and reducing response times. **Markas’s** winning challenge team, “Mopify”, designed a real-time cleaning tool tracking system using RFID and microcontrollers. Finally, the “Horus” team overcame **Telmekom’s** challenge by presenting a network scanner capable of identifying devices and vulnerabilities within a network.

To explore their ideas or create components for their solutions, participants could use **the prototyping lab Maker Space**. A combination of software and hardware that is now increasingly in demand by businesses. **All information, challenges, projects and Hackathon teams can be found at hackathon.bz.it.**

The hackathon was co-financed by the EU through the EFRE project 1048 IMPACT.

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