

## Italdesign extending to indoor transport the concept of sustainable and inclusive mobility with ALBA Robot's project 'SEDIA'

Gitex Global Dubai - October 10-14, 2022

- After premiering the WheeM-i demonstrator with Etisalat (multinational in the telecommunications sector) at Gitex 2019, the first example of sustainable and inclusive urban smart mobility for people moving around cities onboard their wheelchairs, Italdesign continues searching for solutions to confirm the right of everyone to mobility and extends the concept to a proposal for indoor transport to meet the needs of people with reduced mobility



Moncalieri, October 10th, 2022

**Italdesign** is back to the **Gitex Global** in Dubai to launch a new concept of sustainable and inclusive mobility, designed for indoor transport and intended for users with reduced mobility.

At the **exhibition space e &** (formerly Etisalat Digital), **Italdesign** presents its variant of **SEDIA** (SEat Designed for Intelligent Autonomy), a **mobility project by ALBA Robot** for a line of vehicles

designed for micro-mobility within structures, mainly hospitals and airports, but with much wider possibilities of use, if we include stations, museums, convention centers, shopping or exhibition centers.

*"Since the first exploratory contacts, our idea behind the collaboration with ALBA Robot was to develop an inclusive and user-centered project, with an eye-catching and innovative design - said **Fiorenzo Piracci, Italdesign Business Developer Industrial & Transportation Design** – We are proud to present today the result of this synergy at one of the most important technological events worldwide. We are sure of the interest it will arouse and hope to see it soon operative in as many places as possible".*

For the new model, animated by the technologies resulting from ALBA Robot's expertise, more advanced and performing than on prior models, Italdesign developed the aesthetic research, set up the package and ergonomics, carried out the feasibility studies and built the demonstrator on display.

*"Functionality, purity of forms, balance, ease of interpretation are the design foundations that characterize our brand. We apply them to each one of the projects we work on and they can also be recognized in our SEDIA variant developed for ALBA Robot", stated **Nicolas Bussetti, Italdesign Senior Industrial Designer**, concluding " Our model has been designed in its entirety".*

Refined in the treatment of shapes, for an aesthetically appealing and friendly result, while being devoted to functionality; illuminated by light accents present on the front and rear ends and distributed laterally at the front wheels level, in the form of ambient light; dimensionally studied working on a large percentile, to reach the widest possible audience by offering maximum comfort and a high level of usability; practical, for getting in and out of the vehicle, thanks to the fixed structural handle, which the user can decide to lean on when entering or leaving, and the retractable armrest, which houses the joystick for assisted driving; safe and agile even in crowded contexts, thanks to the wide field of view guaranteed mainly by the Lidar sensor, positioned in a privileged point, very high on the rear structure that houses and protects the user's seat, but also by the four perimeter sensors, which cover the blind spots on the side of the vehicle, to which are added two cameras positioned halfway up the front structure.

*"Among the seven color & trim proposals we worked on and presented to ALBA Robot", **Nicolas Bussetti concluded** "the sober and elegant color palette of the final setting, with the combination of gray and petrol green accents, was the most convincing on the basis of the definition of the personal and professional profile of SEDIA's end users".*

*"We are proud of having been invited again this year by e& to Gitex Global 2022, the largest in-person technology event, as well as one of the main annual exhibitions dedicated to information and communication technologies in the EMEA / APAC area", said **Andrea Bertaia, CEO and co-founder di ALBA Robot**. "The new telecommunication technologies, first of all 5G, are increasingly important in the most diverse industries, as they enable them to optimize performance and resources consumption. This participation allows us to cultivate and expand our network to stimulate our innovation capability".*

**ITALDESIGN** – Headquartered in Moncalieri, Torino, Italy, with over 1000 employees working in Italy and abroad, for over 50 years Italdesign has been assisting major, international car makers and new and emerging players offering its services ranging from styling and creativity, engineering, prototyping of pre-series and industrial development to validation, homologation and assistance to the start of production, besides having the know-how for limited and ultra-limited series production. Reliable and cutting-edge development partner and a hub able to interconnect different sectors and competences, integrating advanced services thanks to technology and strategy partnerships, the company has been awarded Top Employer Italy for the last seven years in a row, from 2015 to 2022.

**ALBA Robot** was born in response to an individual need: to guarantee full freedom of movement to a brilliant 90-year-old woman, even after knee arthrosis forced her to use a wheelchair. Today the

company is an innovative start-up supporting facilities (like hospitals, airports and museums) in the transportation of people with reduced mobility making them more independent by providing solutions for autonomous/assisted mobility.

In order to do that, Alba Robot uses the best technologies of Automotive, Robotics, AI, IoT and Voice Assistant with the objective of creating a platform of autonomous driving *people movers*. The company vision is to change the way in which people with reduced mobility moves and improve their independence in the everyday life

---

Italdesign  
Press Office  
pr@italdesign.it

---



This message has been sent because your address is registered in our mailing list.

Data have been collected through Italdesign Giugiaro S.p.A. website, event and/or direct contact.

To unsubscribe, [click here](#)

Italdesign Giugiaro S.p.A.

Registered office  
via San Quintino, 28 Torino, Italy  
Headquarters  
Via Achille Grandi, 21/25 Moncalieri (TO), Italy