

.Wells by RE:Lab for Mipel: the fair that comes visit you

Colourful and shiny stands, voices all around, browsing through the new products of a brand, discovering about the design process. What if you can't afford to go there due to something unexpected?

With .Wells, you don't have to visit a fair: it's the fair that comes visit you wherever you are. .Wells is the future of every exhibition, the new remote connection experience developed by RE:Lab (www.re-lab.it) in partnership with Mipel (www.mipel.com), an international leather goods and fashion accessories show. You can adopt a different point of view and take part to an event through the eyes of someone else: this is .Wells revolution, shown for the first time at the opening of Mipel114, the 16th of September 2018. *“.Wells will be the answer to many future needs”* observed Danny D'Alessandro, Mipel CEO.

.Wells by RE:Lab, Laboratory of Emilia Romagna high technology network, opens interesting perspectives within the fashion innovation technology field. .Wells makes you feel the thrill of the touch, seeing the product details: the interaction between an operator on site with a camera and an application, enables the streaming of images and sounds to the virtual visitor remotely connected. A scenario that resembles the one shown in *"The remarkable case of Davidson's eyes"* by H. G. Wells, where the protagonist acquires the ability to see events occurring in places far from him. *"The fishes came staring and gaping towards me, and into me and through me. I never imagined such fishes before."* RE:Lab, like Davidson, imagined and developed a new human-machine interaction for the fair of the future. This happened during the demo conference at Mipel114: the operator played as 'the eyes and the ears' of the virtual visitor.

The project updates are online at <http://www.re-lab.it/dotwells/> .

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RE:Lab S.r.l

RE:Lab (www.re-lab.it) is an Interaction Engineering company, founded in 2004, with a consolidated experience in the design, prototyping, development, and Human Factors' testing of Human Machine Interaction.

Our aim is to improve the relationship between people and technologies in order to make the products and services of our customers reach higher levels of quality and competitiveness.

Designers, Human Factor experts, and engineers work side by side to achieve the most suitable interaction with a technological solution – either visual, physical, vocal or gestural. In doing that, we can count on a consolidated expertise in interaction and visual design, ergonomics and human factors, as well as on SW, FW, and HW development for HMI.

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