

SECO

# Company profile

---

# Since 1979

## Birth of SECO Laboratory

SECO's story began in the 1970s in a garage in Arezzo, Italy, where two friends, **Luciano Secciani and Daniele Conti**, unknowingly started shaping the future.

Their passion for electronics led them to create an electronic car ignition kit, which they sold to a local mechanic. Realizing the potential for electronic solutions, they founded SECO in April 1979.



8 acquisitions  
since 2018

**AIDLAB**  
"think, don't design"

2018



**FANNAL**  
ELECTRONICS

2019



**inhand**  
electronics



**ispirata**

2020



**HOPENLY**



**ORO**



**GARZ FRICKE**

2021



**DIGITAL**  
ELECTRONICS

2022



# SECO today

A worldwide spread center of excellence, with **top-tier** capabilities

800+

People  
of which 30%+ in R&D

9

R&D centers

5

Production plants



# Who we are

---

We are a **tech company** building solutions and technologies to enable a new generation of digital devices.

From Edge Computing, to IoT, to AI, our comprehensive and modular offering suits the needs of customers who are looking for a partner to maximize the potential of their products and fully leverage new technological opportunities getting the most out of their data.



# Payoff

With our skills, experience and ingenuity, we can find **endless ways** to get our customers where we (us and our customers, who share our same vision) want to be.

We know where to go, and we know how to get there the way our customers want.

This is our north star: we live at the frontline of **innovation**.

We help our customers deliver outstanding products that will shape entire industries.



## Endless ways to the future

# Vision

---

A digital,  
sustainable,  
Intelligent future.



Physical **Devices** will have to be more **connected** and become the **enabler** of **digital** experiences in the **real world** through the **IoT**.

Interactions between **humans** and **machines** will radically **change**, fueled and powered by **artificial intelligence**.

The next **innovation** and technology **challenge** is to entirely **compensate** our **impact** on the **environment: sustainable** manufacturing and environmentally friendly edge **devices**.

# Mission



SECO is a **tech company**, and we **love** what we **do**.

Our **technology** defines and **shapes** our **customers'** products: there's a high chance you've **interacted** with a **SECO device**, even if you didn't know.

**Technology** is **means to an end**: to transform and **create** added **value** for our customers' **products**. This is the **better future** we envision.

---

To build  
technology to  
shape a better  
future.

# Values

---

We are powered by People.

We believe in Inclusivity,  
Multiculturalism, Loyalty  
and Integrity.

We are driven by Innovation.

Our **passion drives us**:  
we're **one team** with  
one **mission**, spread  
around the **globe**.

We value **diversity**  
and promote a  
**respectful**, modern  
**working** culture.  
We carry over our  
**founders' heritage**  
in valuing and  
respecting our **peers**  
and our **customers**.

We **challenge ourselves**  
and the status quo on a  
daily basis to **deliver**  
technological **excellence**  
to our clients.



# What we do

Combinable as building blocks: there's a solution for any customer need

End-to-end technological solutions,  
from Edge to Cloud

## AI

Reshaping industries with  
impactful AI solutions

---

## IoT

Streamlined connectivity  
for thriving ecosystems

---

## Edge

Unleashing performance  
at the edge

---



# Edge

Edge computing systems and HMIs

## Custom Solutions

Highly customizable solutions integrating HMI, module, connectivity technologies according to the most demanding customers' needs.

## HMIs

User-ready, rugged and high-resolution, high brightness HMIs with touch displays and integrated boards.

## Modules & SBC

Ready-to-use, stand-alone solutions enabling a rapid and scalable prototyping (peripheral data storage, processing power, input/output interfaces) without the need for additional modules.

## Fanless Embedded Computers

From SECO's experience in integrating modules and boards into complex systems, a line of boxed applications developed for Industrial IoT to match the customers' flexibility and security needs.

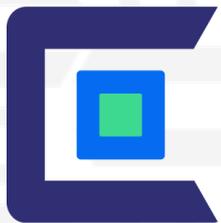
## Payment System & IoT Telemetry

Highly integrated and rugged cashless modules for quick, safe and convenient payments, with telemetry functionalities included.



# IoT

Clea Software Suite



# Clea

The software suite  
that powers your IoT  
infrastructure

SECO

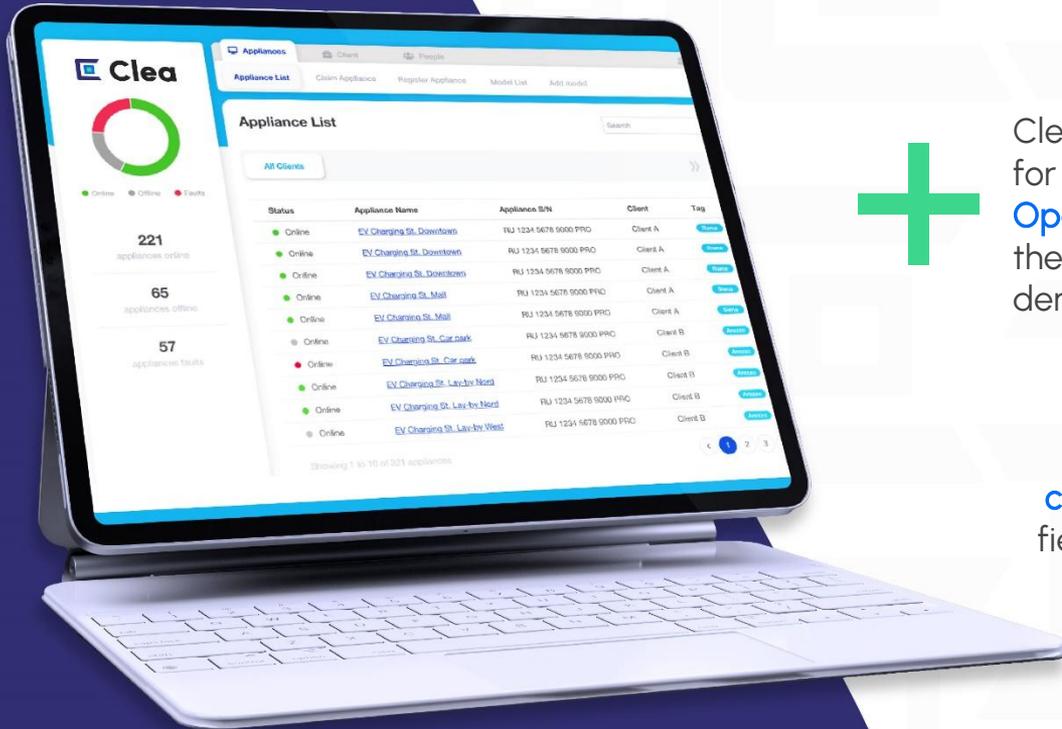


# IoT

Clea Software Suite

SECO

Clea is SECO's comprehensive software suite for building IoT solutions that harness field data.



Clea is a modular software stack designed for developing robust IoT infrastructures. Open source and production-ready, it fulfills the requirements of even the most demanding IoT installations.

Clea provides a highly scalable and cost-effective solution for harnessing field data, managing devices, and for facilitating development of value-added services, advanced AI applications, and more.



## Clea Software Suite Components



*Extensible IoT Front-End*

Ready-made user interface designed for IoT applications, with an **extensible framework** for real-time data visualization, value-added app integration, and service **monetization**.



*Device-Cloud Data Hub*

IoT communication and **data orchestration** module, facilitating data management. It **collects** and **orchestrates** data and **makes it available** via the cloud.



*Device Manager on Steroids*

**Device and fleet management** solution handling software and configuration updates, boosted by **advanced features** such as application and container **management** at the **edge**.



*Flexible, Reliable and Secure Operating System*

A flexible, reliable, and secure operating system framework for **industrial embedded devices**, built on the **Yocto Project**, providing a customizable platform.

# AI

Evolving businesses thanks to our AI services

We develop **artificial intelligence** solutions that harness the full potential of data collected at the edge.

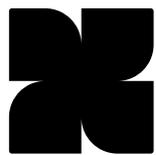
Our dedicated AI team has strong expertise in AI development and data science applications tailored to our reference verticals.

We also guide our customer in implementing new AI-enabled business models and processes, enabling them to ride the wave of technological innovation. Our experience in meeting both technological and business needs is our guarantee of a targeted and practical approach.

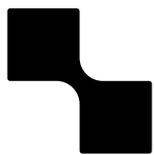


# Key end

---



Energy &  
Utilities



Transportation



Digital  
Signage



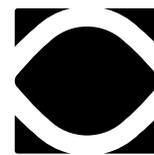
Industrial  
Automation



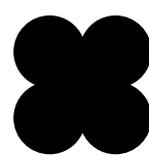
Coffee &  
Vending



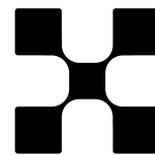
Medical



Security &  
Surveillance



Smart  
Devices



Smart Buildings  
& Smart Cities

# Markets

# Management team

**BUSINESS  
OPERATIONS  
MANAGER**

Michele Secciani



**CHIEF FINANCIAL  
OFFICER**

Lorenzo Mazzini



**HEAD OF  
CORPORATE  
DEV. & IR**

Clarence Jaques  
Roger Nahon



**GROUP HR  
DIRECTOR**

Angela Lepore



**CHIEF QUALITY  
ASSURANCE  
& HEALTH  
SAFETY  
ENVIRONMENT**

Paolo Cottini



**GROUP CORPORATE  
& LEGAL AFFAIRS  
DIRECTOR**

Alessandro Guido



**MANAGING  
DIRECTOR  
SECO USA Inc  
& CHIEF  
STRATEGY  
OFFICER**

Dario Freddi



**MANAGING  
DIRECTOR  
SECO Asia**

Alessandro Hong

**CEO**

Massimo Mauri



**CHIEF  
MARKETING  
OFFICER**

Maren Riemenschneider



**CHIEF PRODUCT  
OFFICER**

Maurizio Caporali



**CHIEF  
OPERATIONS &  
QUALITY  
OFFICER**

Angelo Peloni



**CHIEF SALES  
OFFICER**

Vincenzo Difronzo



**CHIEF  
TECHNOLOGY &  
INNOVATION  
OFFICER**

Davide Catani



**HEAD OF  
IOT & AI**

Fausto Di Segni



**MANAGING  
DIRECTOR  
SECO Northern  
Europe GmbH**

Stefano Baggio



# Thank you

[www.seco.com](http://www.seco.com)

---

**SECO**