*Press release no. 21*

**EIMA Digital Preview, a virtual universe**

**EDP, the first digital exhibition dedicated to agricultural machinery, opens on Wednesday 11 November at 9:00. Based on a three-dimensional platform, developed on the specific needs of the agro-mechanical sector, the online showcase offers visitors an immersive experience that allows them to move in the event's virtual universe as if they were inside a physical space.**

Over 1,100 participating companies; 120 webinars, online conferences, thematic insights; over 60 accredited Italian and foreign journalists; thousands of professionals already registered on the platform. And more: 37 foreign delegations representing the planet's various agricultural players and a full programme of business-to-business meetings by videoconference, which will engage the exhibition industries for 10 days (from 9 to 19 November). These are the numbers of EIMA Digital Preview (EDP), the first virtual exhibition dedicated to technologies for agriculture, which will open tomorrow morning at 9:00 and which was presented to the press this afternoon in Bologna. Conceived as a bridge to the EIMA International physical showcase, scheduled for 2021, the digital event is held online from 11 to 15 November (a longer time frame is contemplated for business meetings), organized by FederUnacoma, the Italian association of agricultural machinery manufacturers. The event can be followed from all over the world with no time zone limits. In fact, it will be possible to visit the virtual stands of the exhibiting industries 24 hours a day, while webinars and conferences can be followed both live and on-demand, thanks to a video archive available in real time. However, the real highlight of EDP is the three-dimensional architecture. "Many online exhibitions are based on programs and models that are already on the net: websites, internet, databases, archives. EIMA Digital Preview is a platform entirely and exclusively designed for the agricultural machinery trade exhibition", explained Simona Rapastella, General Manager of FederUnacoma. "A virtual neighbourhood in 3D - added Rapastella - where visitors can perform specific actions by moving in the stands' three-dimensional spaces in an intuitive and captivating way". EDP rests on an immersive platform that transports visitors into a real universe - that of agricultural mechanization - made up of 15 planets that host the digital stands of companies (14 product categories plus one dedicated to the other players in the agromechanical supply chain), a live area (called Agorà), and a section dedicated to the administrative offices of FederUnacoma. "EDP and EIMA International - concludes the general manager of FederUnacoma - have different specificities, which is why they can complete each other: the digital version will offer increasingly flexible technological solutions, available at any time of the year for meetings, communication initiatives and business activities, while the physical space of the Bologna exhibition centre will continue to offer a sensory experience that remains unique and irreplaceable".

**Bologna, 10 November 2020**