

## PRESS RELEASE

### ***Expo Dubai: Enel's innovative light installations will speak to the emotions of visitors of the Italy Pavilion***

*Enel, official provider of the Italy Pavilion, showcases its technologies through two light installations, entitled "Second Sun" and "Second Moon", based on the Internet of Things and an innovative smart metering system that can monitor energy consumption in real time*

Rome, April 6<sup>th</sup>, 2021

Enel's energy will light up the Italy Pavilion at Expo 2020 Dubai , the world fair set to take place in the United Arab Emirates from October 1<sup>st</sup>, 2021– March 31<sup>st</sup>, 2022.

Designed by Enel and based on the Internet of Things (IoT), an innovative system creates a spectacle of lights, bringing visitors' emotions to new heights with breathtaking lightscapes. Furthermore, a digital energy consumption monitoring system will also be on display that will show the benefits of conscious choices for sustainable urban development.

"The Universal Exposition that will be held in Dubai will be a unique opportunity to promote sustainable development models and responsible energy consumption practices. We are proud to bring the Group's innovation and technologies to lighting and consumption monitoring as examples of our commitment to electrification, new uses of energy, digitalization and network resilience. These are elements that, together with the development of renewables, see us committed to the transition towards a sustainable energy future in line with the UN development goals," said Enel CEO and General Manager, Francesco Starace.

"The partnership with Enel will allow Italy to present at Expo 2020 Dubai an excellent demonstration model of ecological and energy transition in the first global event after the pandemic," said Paolo Glisenti, General Commissioner for Italy's participation in Expo 2020 Dubai. "Enel's extraordinary installations, which will illuminate the visitors' path step by

<https://italyexpo2020.it/>

*Commissariato Generale dell'Italia per Expo 2020 Dubai*

*Per informazioni:*

*Area Comunicazione Commissariato Italia ad Expo 2020 Dubai  
media@italyexpo2020.it*

step by measuring their emotions, will contribute to making our Pavilion the first totally decarbonized habitat, energy self-sufficient, at the forefront of new Smart sustainability technologies."

As the official provider of the Italy pavilion, Enel will present its technologies through two displays: the dynamic light installations, entitled "Second Sun" and "Second Moon", and the smart metering system.

"Second Sun" and "Second Moon" are two installations created by Enel X, Enel's business line, specifically for the Italy pavilion. They are five feet in diameter and contain 320 LED lights. The project has two goals: to functionally illuminate the exhibit space, and to create spectacular lightscapes by changing the color temperature over a span of 24 hours, in line with the circadian rhythm. Furthermore, using video cameras connected to an IoT system, the number of people in the pavilion can be detected in real time. The data thus produced will be analyzed, and the sun scenes will change to create a narrative, emotional, and instructional interaction with visitors.

Then, a Smart metering system will be installed on the "Second Sun's" power lines, and, using the changes in electricity consumption, will simulate real-time monitoring of a home's energy consumption over the course of a day.

In addition to representing the functional and valuable aspects of the Italy Pavilion, both displays are also highly symbolic. The LED lights used in "Second Sun" are a metaphor for energy in 2021 – digital, inclusive, and able to comply with customers' needs and requirements. In contrast, the Smart metering system, which allows users to see their consumption levels in real time, is a step forward in the evolution of energy use, which today and in the near future is increasingly based on responsible choices aimed at sustainable urban development.

*<https://italyexpo2020.it/>*

*Commissariato Generale dell'Italia per Expo 2020 Dubai*

*Per informazioni:*

*Area Comunicazione Commissariato Italia ad Expo 2020 Dubai  
[media@italyexpo2020.it](mailto:media@italyexpo2020.it)*