



THE EDGE COMPANY AND RED HEAD FM ANNOUNCE A STRATEGIC PARTNERSHIP

RIMINI, February 27, 2023, RedHead FM and The Edge Company are happy to announce that they have formed a global strategic relationship that will combine RedHead facility management services with the top-tier strategy-led enterprise delivery and next-generation technology services offered by The Edge Company.

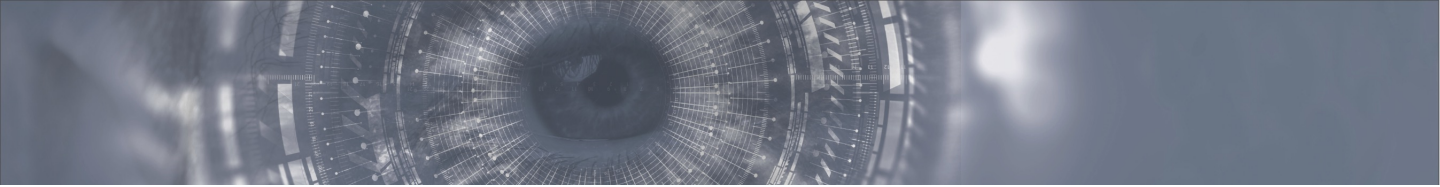
The Edge Company will join the RedHead FM Ecosystem, a network of alliances that offers exclusive access to the tools, technology, and delivery capabilities that support RedHead FM teams in achieving ground-breaking client results.

The relationship provides a step-change in how both organizations meet the needs of the market since it digitally connects RedHead FM to consultants with The Edge Company's comprehensive next-gen technology and technical knowledge on the efficient use of BCMS VENTUR, the first artificial intelligence-based system in the world that uses real-time bird species identification, tracking, counting, and classification as well as drone detection.

BCMS VENTUR is comparable to the airport's black box with its hardware components and sensors that help depict and create a log of the situation. Because of the artificial intelligence algorithms that allow the system's full magic to be achieved, BCMS VENTUR is exceptional regarding the security of commercial and military airports, airfields, and spaceports.

BCMS® VENTUR Operates while using high-performance Bosch cameras that can view the scene in 360 degrees and are used to monitor the area for data gathering and space surveillance. Also, an IP camera network is connected to a Lenovo HPC (High-Performance Computing) server, which manages data, controls the cameras, and performs real-time video analytics. The integrated architecture of BCMS® VENTUR is capable of real-time species recognition of birds even at a distance of 1 km away and ultra-precise control of dispersal systems that employ species-specific calls to scatter identified specimens and clear the area without resorting to cruel methods. The neural network of BCMS® VENTUR continuously saves every observation. The system's deep learning algorithms constantly enhances its accuracy and capabilities over time based on the data it gathers.

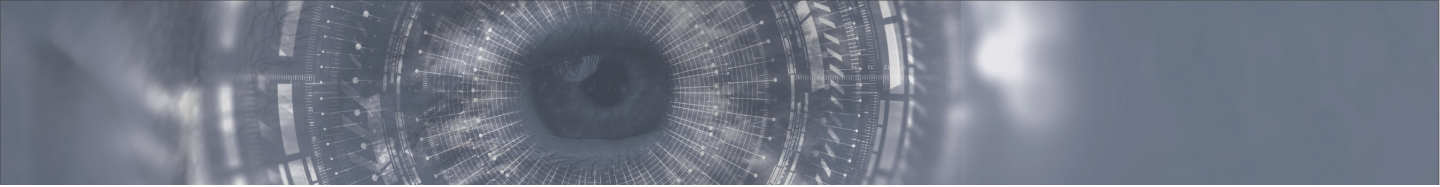
The success of this cooperation will depend on how to apply AI technology at scale. It remains at the forefront of AI innovation and offer business leaders the information, resources, platforms, and assistance they require to advance responsibly in an AI-enabled world.



Unquestionably, as the UAE continues to investigate ways artificial intelligence can be used to boost business, make government departments more agile and efficient, and support health services, it is crucial to assist customers in moving from small-scale AI experimentation to large-scale AI implementation. AI integration into education, healthcare, space, transportation, and aviation sectors has already started in the UAE. The ambitious goals of the UAE government to diversify its economy and develop a knowledge economy include AI as a vital component.

According to Mohammad Ahmad, CEO of RedHead FM, "Traditional corporations are not utilizing revolutionary technologies like AI at the same time as the media landscape fractures, resulting in them perpetually overcharging and under-delivering." "This is the issue that RedHead FM is addressing. Acquiring The Edge Company partnership represents a significant turning point for the business. With the knowledge and resources this provides, we can accelerate our progress.

The Edge Company CEO Fabio Masci stated, "Partnering with RedHead FM to deliver transformation for our clients will allow us to provide the very best business, program, and portfolio strategies on which we'll conceive, design, and develop the next generation of transformative enterprise and digital products and platforms." Together, as a cohesive unit, we will fully realize the potential of digital transformations and put our clients on the most favorable course for success in the brand-new digital business environment.



About Redhead FM

Founded in 2011 in the United Arab Emirates, REDHEAD Facilities Management has developed into one of the nation's top privately held integrated facility management firms. The business strategy used by REDHEAD FM is distinct. It offers cutting-edge maintenance and engineering, technical procurement and support, cleaning, ancillary services, and committed relationships directly connected with its client's business goals. REDHEAD FM has more than 12 years of practical service delivery expertise in retail, residential, and commercial areas.

About The Edge Company:

The Edge Company, an Italian deep tech company established in 2017, combines specialties in artificial intelligence (AI), neural networks, and deep learning to provide solutions through cutting-edge technology products and services worldwide. Fabio Masci started it.