

## CAD IT SPONSORS

### “TEDxVERONA 2014: FLYING ON THE LATERAL SIDE”

CAD IT, leader in the Italian financial software market and listed in the STAR segment of Borsa Italiana, hereby announces that it has become a partner of **“TEDxVerona 2014: flying on the lateral side”** ([www.tedxverona.com](http://www.tedxverona.com)).

The event, supported by Verona University and City Council, is scheduled to take place on Sunday, 23<sup>rd</sup> February in the Gran Guardia Palace.

**TED** (Technology, Entertainment, Design) is a non-profit organisation founded in California with a mission to spread "ideas worth sharing".

At the annual TED Conference, leading personalities of "thinking" and "doing" are invited to put forward their ideas in fast and entertaining presentations.

**TEDx** was created in the spirit of TED and is organised in such a way as to give local communities, organisations and individuals the chance to encourage dialogue through TED-like experiences at a local level.

The theme selected for TEDxVerona is **“lateral thinking”**: when faced with a challenge, one either has to make an important decision or find a solution to a particular problem. There are a number of ways to decide how to react and one of these is through lateral thinking, or rather, a person's ability to take into consideration and bear well in mind several points of view at the same time, observing and trying indirect solutions to problems, both large or small, that go beyond the sequential logic that is normally applied. In other words, "think outside the box" in the name of multi-disciplinarity.

The event will include a combination of live presentations, artistic performances and videos of international TEDTalks, all aimed at sparking conversation between the participants and favouring new and profitable relations.

CAD IT is proud to be able to contribute to promoting an event that so closely relates to its own way of thinking.

## THE CAD IT GROUP

*CAD IT is at the head of a group that represents one of the most dynamic organisations in the Italian Information Technology sector.*

*The group aims its operations at the banking-insurance sector, the business world and public administration, and has been offering software solutions, maintenance, customizing, integration and other correlated services, from application management to outsourcing and consulting to training for over 35 years.*

*The CAD IT Group, with head offices in Verona, operates in Italy through its own branches and associated companies in Milan, Rome, Prato, Padua and Mantua.*

*CAD IT is leader in the Italian software market for the banking sector with its main product, Financial Area, a programme which completely manages all functions connected to the negotiation, settlement and administration of security transactions, debentures, derivatives (in any currency) and adopted by the majority of Italian banking outlets.*

*In addition, the Group boasts a long-standing activity in the industrial sector and the capacity to offer solutions for e-business, credit and industrial companies in constant evolution.*

*Solutions for Public Administration is the most recent sector but one which capitalises the Group's traditional skills, such as its twenty-year experience in the development of systems for the computerisation of public bodies.*

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