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Mega Italia Media is nominated for the DIGITALEUROPE Future Unicorn Award

The eLearning company from Brescia has been selected by DIGITALEUROPE as one of 17 candidates for the Future Unicorn Award

Mega Italia Media, the Brescia-based Italian eLearning company, has been selected by DIGITALEUROPE as one of 17 nominees for the **Future Unicorn Award**.

The award aims to celebrate, for the fifth year in a row, scale-ups from across Europe that have the potential to become Europe's future technology leaders. This year, 17 companies from 14 European countries were shortlisted and **Mega Italia Media is the only Italian scale-up to make the prestigious shortlist**.
The awards ceremony will be held on **February 3, 2022** at the flagship DIGITALEUROPE Masters of Digital conference. The event will be opened by **Ursula von der Leyen**, President of the European Commission.

"The impressive list of this year's brightest scale-ups across Europe clearly shows that our continent has the potential to lead digital innovation," said **Cecilia Bonefeld-Dahl, Director General of DIGITALEUROPE**. "Promoting a European market and eliminating regulatory fragmentation is key to helping these great innovators grow in Europe."

About Mega Italia Media

Mega Italia Media is a company based in Brescia that for over thirty years has been operating in the **Italian eLearning market** through two business areas: the production of online courses for corporate training and the development of **DynDevice LMS**, the eLearning platform that allows you to manage all corporate training, including onboarding paths.

The system is equipped with a specific module with which companies can easily create customized online courses (even starting from live videoconference sessions) without the need to install external software and include augmented reality modules, for an even more immersive learning experience.
"Being the only Italian company to enter the prestigious shortlist for the Future Unicorn Award is for us a great source of pride, as well as a great opportunity to expand our business internationally," said **Luigi Matteo Meroni, CEO of Mega Italia Media**. "Our LMS implements elements of machine learning and Artificial Intelligence to enrich the user experience and improve the effectiveness of corporate training, which we believe is one of the main factors for the growth and competitiveness of any company. With DynDevice LMS each company can be autonomous in the production of its own digital training courses, even starting from courses delivered in web conferences that can be simply converted into asynchronous training courses."

About DIGITAL EUROPE

DIGITALEUROPE is Europe's leading trade association, representing over 35,000 companies operating and investing in the digital sector in Europe. Today it includes 93 companies that are global leaders in their field of activity, as well as 39 national employers' associations from across Europe, including **Anitec - Assinform**, the Italian Confindustria Association for Information and Communication Technology (ICT) of which Mega Italia Media SpA is a member.

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