

SIDEWAVE

COMPANY PROFILE



Since 2010, Sidewave has been more than a digital company—it's been a catalyst for transformation.

Not just software and technology.

Engineering new dimensions, pushing the boundaries of intelligence, design, and automation.

Strategies to engage new users and better accommodate customers of all typologies.

Technologies to innovate, support and amplify ideas, projects and goals.

All through intuitive solutions.

Perspective, perception, future.

ORIGIN

perception

Sidewave creates unique situations, each with different parameters, challenges and objectives, applying a careful, concrete and predictive methodology.



A reality that offers emphasis on human contact by converting ideas and projects into future and success. A signal into the void.

Technology absorbs the unseen, shaping the next frontier.



ORIGIN

manifesto

Innovation is not a destination. It's motion.

Intelligence unfolds, revealing new layers of meaning worlds.

Human connection ignites innovation, turning vision into evolution.

Technology breathes, adapts, and moves with perspective and perception.

ORIGIN

Landbase

18+ countries

Not just customers—connected ecosystems. Precision, agility, and a seamless grip on global dynamics.

Strategy meets technology

Every market is decoded with a tailored, intelligence-led approach. We don't follow trends—we engineer them.

Headquarters

Verona, Italy
Lugano, Switzerland

Strategic Hubs

London, UK
California, USA
Houston, USA
Amsterdam, Netherlands
Copenhagen, Denmark

Disrupt. Distort. Define.



DNA

team



50+

Engineers, designers and coders out of common.

A solid team of multidisciplinary experts drives Sidewave
forward.

Creators of possibilities, blending technical precision
with creative disruption.

Where form begins.

ORIGIN

data

Years
14+

Fourteen **years** of evolution, consistently pushing boundaries in tech and strategy.

Projects
160+

From concept to execution, **projects** driving measurable change.

Growth
140%

Year-over-year growth fueled by perspective and perception. Scaling beyond limits.

Users
30m

Users seamlessly connected across the projects, shaping new experiences.



DNA

services / technology

Where new states of matter converge.

Tech / Digital / Creative Consulting

Unlocking and engineering new dimensions.

UI / UX Design

Frictionless interfaces, designed to engage and transform.

3D, Graphic & UI/UX Designers

Motion as language. Geometry meets interaction.

Digital Marketing

Breaking through the noise with intent and precision.

Project Management

Agile methodologies, dynamic execution with human warmth.

Web2 & Web3 Development

Seamlessly interconnected, built to scale.

Web / Native Apps

Designed to evolve with users and technology.

AI Coding

Intelligence unfolds, absorbing the unseen.





bluelime

R&D
Sidewave division

Bluelime emerged as a specialized R&D powerhouse of Sidewave, born from the need to push innovation beyond commercial constraints.

This independence fuels a relentless pursuit of groundbreaking solutions, ensuring a constant flow of high-impact, market-ready advancements.

**Detonating
Mainframes.**

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ECHO

use case

Brand Mastercard
Unit Software / Web3

Main Features

Software Development UI / UX Design Web3 Development

Dining, evolved.

Seamlessly blending convenience, personalization, and innovation, this app revolutionizes the dining experience in Mastercard Bistrot across Europe.

Guests can order directly from their table, enjoying a frictionless experience while unlocking exclusive giveaways. Powered by blockchain technology, every interaction helps build a secure and transparent user profile, enabling tailored rewards and insights.

A system designed to enhance engagement, streamline service, and redefine loyalty in the digital age.



ECHO

use case

Brand Emerson
Unit Software / Digital

Main Features

Software
Development

Digital
Design

Data
Analysis

Innovation, engineered.

Through years of collaboration, we have developed cutting-edge software solutions for system integrator management, along with comprehensive digital marketing and data analysis platforms for Emerson.

Designed to streamline operations and optimize decision-making, our technology enables seamless integration between complex systems while delivering actionable insights that drive efficiency and growth.

A tailored, data-driven approach that transforms the way businesses operate in an increasingly connected world.



ECHO

use case

Brand KFC
Unit Software / AI / Digital

Main Features

Software Development UI / UX Design AI Development

Loyalty, redefined.

Powered by advanced AI, this loyalty program adapts to every user in real time, creating personalized rewards and experiences that go beyond traditional points and discounts.

By analyzing behavior, preferences, and interactions, it anticipates needs, enhances engagement, and maximizes retention effortlessly.

Every action refines its intelligence, making each reward more relevant, each interaction more meaningful. Smart, dynamic, and designed to keep customers coming back.



ECHO

use case

Brand Subaru
Unit Software / Web3 / Digital

Main Features

Software UI / UX AI
Development Design Development

Beyond transactions, beyond touchpoints.

This project redefines the retail experience, turning Subaru events into a real-time engagement hub.

Through an advanced NFT phygital ecosystem, every interaction becomes an opportunity to connect, reward, and build an authentic community.

Gamification, and digital engagement work in sync, dynamically adapting to user behavior to create personalized experiences that go beyond traditional loyalty.



ECHO

use case

Brand Areas International
Unit Software: AI

Main Features

Software Development	UI / UX Design	AI Development
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A new era of data intelligence.

Seamlessly integrating AI-driven intelligence, this system redefines data management and collection, adapting dynamically to your needs.

With unparalleled efficiency, it analyzes, organizes, and learns in real time, transforming raw information into actionable insights.

Every interaction refines its precision, ensuring a fluid, intuitive experience that enhances decision-making at every level. Smart, autonomous, and effortlessly powerful.



ECHO

use case

Brand De Rigo
Unit Software / Web3 / Digital

Main Features

Software Development	Digital Design	Web3 Development
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Vision, reimagined.

An immersive metaverse experience infused with gamification elements, designed to elevate the Police brand to new heights of engagement and retention.

By merging virtual interaction, digital storytelling, and brand-driven challenges, we have transformed the way users connect with Police, turning each experience into a journey of exploration and exclusivity.

A bold step into the future, where innovation and digital presence redefine the eyewear industry.



ECHO
portfolio

Customers
120+

Countries
18+

From startups to global enterprises,
each partnership is built on precision,
innovation, and impact, spanning
industries, markets, and scales.

Whether scaling emerging businesses or
optimizing industry leaders, our
solutions adapt, evolve, and drive
measurable results across every sector.

Mid / Large Enterprises

AIA
AREAS
BREMBO
DE RIGO
EMERSON
FERRARI
GRANA PADANO
KFC
MASTERCARD
NIKE
OMRON
PHILIPS
REEBOK
SARA
ASSICURAZIONI
SUBARU

and much more.

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SIDEWAVE



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