



SOFTWARE SOLUTIONS



OPTIMIZED XENIAL ASSISTANT

M1 S.r.l. SB is an Italian innovative start-up operating in the travel tech and smart facility sectors, with a mission to merge hospitality, travel experience, and energy efficiency into a single, connected digital ecosystem.

The company owns the OXA – Optimized Xenial Assistant project, a software solution that integrates artificial intelligence, conversational chatbots, and holographic voice interfaces to automate the management of hospitality facilities, travel planning, and the digitalisation of technical and maintenance processes.

Developed as a modular and scalable platform, OXA connects three main operational domains within a single ecosystem: Hospitality Management, Travel Experience, and Facility & Energy Optimisation.

More than a management system, OXA is an advanced digital infrastructure integrating automation, communication, and personalisation. It is designed for property managers, hotel chains, tour operators, and independent hosts seeking to digitalise operations, enhance customer experience, and increase profitability.

Working Calendar

Mo	4	5
3		
7:00		
8:00	Guest 1	
9:00		
10:00	Guest 2	
11:00		
12:00		
13:00		
14:00		
15:00	Guest 4	
16:00		
17:00		
18:00		

HOSPITALITY MANAGEMENT

01

TRAVEL EXPERIENCE

02

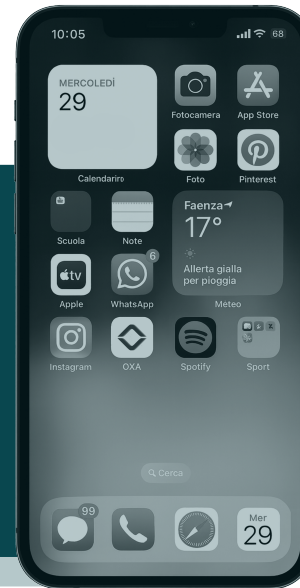
FACILITY & ENERGY OPTIMIZATION

03

OPTIMIZED XENIAL ASSISTANT

OXA combines holographic technology and artificial intelligence to offer a new way of experiencing and managing hospitality: a digital assistant designed to simplify the experience of guests, managers, and technical operators alike.

The application is accessible both via web and through a dedicated mobile app, where the assistant appears as an AI-powered chatbot capable of responding to every need — from booking accommodation and requesting services to providing personalised travel and local information.



Within hospitality venues, OXA takes physical form through a welcoming hologram positioned at the entrance. This virtual host greets guests, assists them with check-in procedures, and provides all relevant information about the property, available services, and local activities — adapting dynamically to the user's individual preferences and tastes.

For an even more immersive experience, the hologram can be present throughout the premises — in the kitchen, dining area, guest rooms, and communal spaces — activating exclusively via voice command. This ensures maximum privacy and freedom for guests, while keeping the assistant constantly available to offer guidance, recommendations, and real-time support.

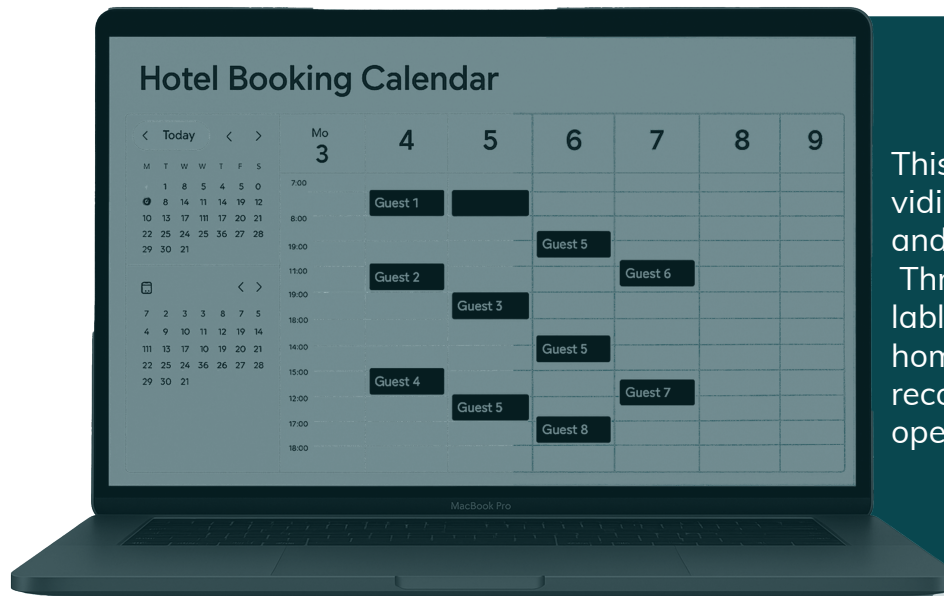


OPTIMIZED XENIAL ASSISTANT

HOSPITALITY MANAGEMENT

The Hospitality Management area of OXA is designed to simplify and automate the complete management of hospitality facilities, enabling managers to operate remotely with full control—without compromising the quality of guest experience.

While the back office is managed digitally through a unified, centralised platform, hospitality remains interactive, natural, and personalised thanks to the holographic assistant installed on-site.



This assistant welcomes guests prior to their stay, providing access information, assisting with reservations, and guiding them through digital check-in.

Throughout the stay, the OXA hologram remains available 24/7 for any request—from activating smart home features and in-room services to offering local recommendations or providing real-time support for operational and comfort needs.

PMS - PROPERTY MANAGEMENT SYSTEM

OXA's management system coordinates all operations across one or multiple properties from a single interface, allowing users to:

- centrally manage bookings, check-ins/check-outs, housekeeping, and maintenance;
- automatically register guests and transmit data to official authorities;
- automate e-invoicing and payment reconciliation;
- monitor performance and revenue through interactive analytical dashboards.

OXA is a multi-property and multi-user system, ideal for distributed management structures or diversified teams.

Each profile (administrator, manager, guest, technician) accesses a personalised dashboard with role-specific functions and data.

CHANNEL MANAGER

OXA's Channel Manager module synchronises availability, rates, and booking rules across all major OTA portals in real time, ensuring:

- automatic calendar updates;
- elimination of overbooking;
- dynamic rate management (yield management) and channel-specific rules.

This module drastically reduces manual errors and optimises operational efficiency, allowing managers to focus on enhancing the guest experience.

BOOKING ENGINE

OXA's direct booking engine can be embedded into any corporate website or portal, enabling full control over online reservations through:

- a responsive interface optimised for mobile devices;
- secure payments (credit cards, PayPal, bank transfer) and automatic receipts;
- dedicated rate plans and customised packages for direct bookings.

Fully integrated with both the PMS and Channel Manager, the Booking Engine guarantees data consistency and real-time synchronisation across all channels.

DIGITAL ASSISTANT & CUSTOMER EXPERIENCE

Accessible via chatbot, voice, or holographic interface, the OXA Assistant provides continuous multilingual support, 24 hours a day:

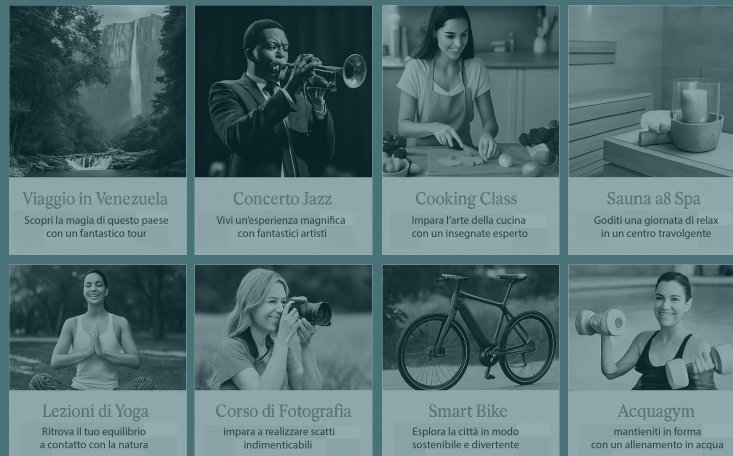
- It responds to guest requests, manages digital check-ins, and promotes ancillary services.
- It personalises communication and anticipates user needs through artificial intelligence.
- It analyses interactions to continuously improve customer experience and operational efficiency.

In this way, OXA bridges intelligent automation and genuine hospitality, creating a synergy between digital efficiency and human connection.

TRAVEL EXPERIENCE

The Travel Experience area of OXA extends the assistant's functionality into the broader world of travel.

OXA becomes a digital hub for tourism experiences, accompanying users from trip planning to destination discovery by integrating mobility, culture, and entertainment within a single platform—available as both a web portal and a mobile app, designed to make destination discovery simple and immersive.



Powered by artificial intelligence, the assistant creates personalised itineraries based on user preferences, travel dates, and budgets, automatically synchronising them with personal calendars.

OXA also provides up-to-date information on travel requirements—such as visas, residence permits, insurance, and health regulations—ensuring a seamless, fully informed travel experience.

SMART MOBILITY AND INTELLIGENT PLANNING

OXA integrates an advanced search engine that enables users to plan every journey, comparing flights, trains, buses, and private transfers in real time.

The assistant suggests the most convenient options based on destination, time, and budget, automatically generating personalised itineraries optimised to user preferences.

All travel schedules are synchronised with personal devices smartphones, apps, or digital calendars so that every piece of information remains accessible and up to date.

DIGITAL TICKETING AND SMART PURCHASES

OXA features an integrated payment system that allows users to purchase tickets for concerts, museums, theatres, sporting events, and other activities directly via chatbot or with a simple voice command to the holographic assistant.

Connected to major ticketing and marketplace platforms, OXA generates and delivers digital tickets automatically, enabling guests to complete the entire purchase experience instantly and seamlessly.

EXPERIENCE AND ANCILLARY SERVICES

Through OXA, users can purchase or broker a wide range of tourist experiences: cultural tours, tastings, sporting events, excursions, and local activities.

The assistant also enables seamless booking of restaurants, rentals, or bespoke services such as private bartenders, chefs, tour guides, or chauffeurs.

The platform allows direct integration with commercial partners and tour operators, automatically managing availability, commissions, and performance reports thus fostering a collaborative ecosystem between managers and experience providers.

PLATFORM FOR TOUR OPERATORS AND TRAVEL AGENCIES

OXA is not only a guest-facing assistant but also a powerful business tool for tour operators, travel agencies, and DMCs seeking to expand their visibility and digitalise their offerings.

The platform enables tourism professionals to independently promote and manage their experiences, packages, or excursions by defining pricing, availability, and bespoke commercial policies.

Through integration with the digital assistant and connected distribution channels, experiences can be booked directly by users during travel planning—or even via voice interaction with the holographic assistant on-site.

OXA also provides advanced analytics and reporting tools, allowing professionals to monitor performance, booking trends, and traveller behaviour in real time.

This empowers tour operators and agencies to refine their commercial strategies, increase conversions, and reach new customers in an innovative, fully automated way.

FACILITY & ENERGY OPTIMIZATION

The third OXA domain extends the platform into facility management and energy efficiency, offering an integrated and intelligent approach to managing infrastructure, systems, and equipment.

Its goal is to optimise technical and maintenance processes, reduce waste, and ensure full traceability of every asset over time.



ASSET CATALOGUING AND DIGITAL TWINS

OXA enables comprehensive mapping of buildings, systems, equipment, and machinery within a centralised system.

Each asset is represented by a digital twin, containing:

- physical location and positioning;
- operational status and priority level;
- maintenance history, economic value, and lifespan;
- technical sheets, certifications, and attached manuals.

This approach ensures a unified and reliable view of all assets, preventing duplication and information loss.

MULTI-SITE AND MULTI-USER MANAGEMENT

The platform supports the simultaneous management of multiple sites, facilities, or clients within a single digital environment.

Each user accesses only the data relevant to their role: administrators, technicians, and managers view tailored information and functions.

OXA provides dynamic dashboards and filterable reports by site or project, enhancing operational control and strategic planning.

MOBILITY AND FIELD SUPPORT

OXA's mobile app allows technicians and maintenance staff to work directly on-site using advanced tools:

- QR code scanning;
- voice recognition and real-time translation;
- image, video, and document capture;
- automatic data synchronisation with the central platform.

Each operator receives a daily work schedule, logs activities and materials used, and automatically generates intervention reports complete with photographic evidence.

DIGITAL CHECKLISTS AND QUALITY CONTROL

OXA integrates customisable inspection checklists that guide technicians step by step.

This methodology ensures consistency, reduces errors, and enables constant quality control, even in complex operations.

Digital checklists also support staff training and onboarding, making the system scalable and easily replicable.

VIDEO DIGITALISATION AND PREDICTIVE MAINTENANCE

Thanks to artificial intelligence modules, OXA can transform videos recorded by technicians during installations or maintenance activities into structured text.

The system automatically generates a digital technical report, archived in the equipment's maintenance history.

In case of malfunction, OXA autonomously contacts the original technician or assigns a new one, providing them with all relevant data and digitalised instructions.

Contacts

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