



Salone del Mobile and Fuorisalone 2022

**SILENTE® BY LUXY:  
THE NEW SMART CHAIR THAT COMBINES DESIGN AND TECHNOLOGY TO  
SERVE THE HUMAN BEING**

It is called **Silente®**, the new chair from **Luxy**, an international brand specializing in the production of designer seatings. Featured at this edition of the Salone del Mobile in Milan, Silente® was developed in collaboration with NTT Sonority Corporation and Tangity™, a design studio part of NTT DATA's global network.

**Silente® is the first chair in the world that allows you to experience all music and sound sources without using headphones or earphones and with no one next to you being able to hear**, not even a buzz. It connects like a regular Bluetooth speaker and incorporates a long-lasting rechargeable battery. In addition, Silente® has a **built-in microphone that cancels out surrounding noise** and only transmits the sound of one's own voice.

Silente® respects our planet with its **coatings**, which are strictly **eco-sustainable**.

A refined mix of technological innovation and aesthetic research, Silente offers a concrete response to the new needs for efficiency and comfort that have emerged with the Covid-19 pandemic and the widespread introduction of smart-working. By preventing sound from dispersing into the environment, it allows for easy work even in open-space offices, and with built-in speakers and microphones with PSZ (Personalized Sound Zone) and IML (Intelligent Microphone) functions, the combination of technological innovation and design aesthetics will create a comfortable and private atmosphere in any environment, including offices and homes.

*"Manifesto 20 guides us as we have told you in a general reflection on new needs. A year ago we were extremely aware of one issue related to the change of life that the pandemic had forcefully brought. The relation between the time spent on conference calls, the discomfort of "noise," the headache from headphones. We didn't want to stop at thinking about it, but we went further, sitting around the table with "key players" in technology at international level, and trying to imagine our own response." Says Giuseppe Cornetto Bourlot, president of Luxy.*

*"With Silente, hi-tech enters the world of furniture," commented Roberto Roggero, Head of Tangity Italia. "The combination of technology and design has once again proved successful: ours aims to be a smart proposal for today's professionals in the office and at home, responding to the technical and organizational challenges that characterize the new way of working."*

At the Salone del Mobile (Luxy | 10 | B04) and at the Fuorisalone at Casa Luxy (Fondazione Catella, Via G. De Castillia 28), **the SILENT EXPERIENCE**, an immersive experience that allows you to test the sound revolution live, **will be available on appointment.**

Drop your headphones, turn on the silence. Silente® has arrived.

### **About LUXY**

Originating in a land with a centuries-old manufacturing tradition and rich in raw materials such as the Veneto region, Luxy conceives the chair as a true space of escape for the mind, a place to imagine, think, create. The brand presents a wide range of unique products, combining the quality of Italian craftsmanship with the cutting edge of modern technology and taking advantage of the sustainability of the local supply chain combined with the careful study of ergonomic solutions that guarantee functionality and aesthetics.

Learn more about the Luxy world: <https://luxy.com/>

For more information:

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### **About NTT DATA**

NTT DATA Italia is part of the Japanese multinational NTT DATA, one of the world's leading players in IT Consulting and Services. Digital, Consulting, Cyber Security and System Integration are just some of the main lines of business. Our mission is to create value for our customers through innovation. NTT DATA has a global presence in more than 50 countries, 140,000 professionals and an international network of research and development centers in Tokyo, Palo Alto and Cosenza. NTT DATA has a presence in Italy with over 5,200 employees in Milan, Rome, Turin, Genoa, Treviso, Pisa, Naples, Cosenza, Bari e Salerno.

Tangity is NTT DATA's design studio, a business of over 300 people, a multidisciplinary team of individuals from different fields of design, business and technology, working synergistically on projects. Tangity works from an end-to-end point of view, with a very 'doing' oriented approach with the goal of creating value with design, making ideas become reality, but also defining stimuli, through the ability to generate new concepts and scenarios. The way of working and the relationship with the client helps speed up the processes of digital transformation, product definition, and identification of innovation elements, leading up to the maintenance and evolution of the projects, actively collaborating in all the phases necessary to create user experiences that are simple but distinctive.

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### **About NTT Sonority**

NTT Sonority is part of NTT Group, a leading company in the telecommunications business worldwide with long expertise in research and development for acoustic signal processing. Taking advantage of our unique and innovative technologies, starting from echo cancelling, noise reduction to personalized sound zone, our mission is to deliver comfort and new experience to lifestyles.

For more information, visit <https://ntt-sonority.com/en/>

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