



Through your eyes



DEDEM

S.p.A.

*"The photo is just a vision
of humanity, like photo booths".*

Mission & Vision

We're not just "machines"

Efficiency, reliability and **innovation** are the elements on which the reputation of our company is built and they are the fundamental factors that constitute its true heritage, since its establishment. This is why the involvement of the best Human resources, the satisfaction of the territory and the market in which it operates, the extensiveness of the territory, the serenity of the suppliers and the reliability towards third parties are the basis of our Mission.

The respect for these values, which became the ethical values of a brand, is the foundation of the international success that leads **DEDEM** to carefully design and produce every detail aimed at offering excellence.



MORE INFO



History

A Photograph on Society

1962 The first passport photo booth is installed in Rome

The first passport photo booth is installed in Rome. At the **Galleria Alberto Sordi**, the Cabina issues, in three minutes, a print of a vertical strip with four black and white photos. The cost is 100 lire. The headquarters of the newly founded **DEDEM AUTOMATICA** is in Rome, but within a few years it opens branches in Spain and Israel.

1970 Present throughout the country

The novelty brought with it long lines of customers. Work grew exponentially and the whole of Italy was capillaryly manned by **DEDEM** booths. In the main squares, near underground stations, in train stations. The cabins become street furniture and **passport photos** become a **cult** item to represent the habits and customs of Italy's economic boom, as well as the most commonly used photos for identity documents.

1980 From black and white to colour

With the advent of colour, the way of seeing the world through the image changes and so does the way of narrating it. Thanks to **DEDEM's** patented T5 processor, which uses rollers to pass the photo strip through the various chemical baths, the production of **passport photos** triples. The Ariel Tecnica plant opened in **Ariccia**, and **DEDEM's** headquarters also moved to the town in the Alban Hills.



History

A Photograph on Society

1990 Dedem at the service of the Public Administration

This was the decade in which digital technology came into its own and the new **photo booths**, christened **VISO**, were equipped with a revolutionary new thermal sublimation printing system: an ecological and innovative system. Identity documents also change, and the technology developed by **DEDEM's** team of engineers is no longer only at the service of the citizen, but also becomes a tool at the service of the **Public Administration**.

2000 New business sectors are launched

A passport photo booth software is developed, the first in Europe, capable of producing identity photos to **ICAO standards**, as per the EU Directive. This allows two new business sectors to be launched: the production and printing of driving licences and **ICT**, with high quality hardware and software solutions. To support the "dynamic spirit" of its management, **DEDEM** enters the world of amusement with the **YOUNGO** and **MEMOPARK** brands.

2010 Unity makes... the Dedem Group S.p.A.

The strong thrust of ideas and research always demands new blood: the **3D printing** sector is launched with the acquisition of the professional printer reseller **SELLTEK** and the 3D printing service **PROTOTEK**, the **HAPPY CENTER** and **PHOTOPLUS** are acquired, the professional driving simulator sector is launched with **SIMFOR**, ideal for training and safety in public and private transport. Finally, in 2017, the growth process of the company **DEDEM** led as a natural consequence to its new legal form of **S.p.A.**



2022 #60yearsandnotfeelingit

A visionary is someone who dares, someone who goes beyond the boundaries of knowledge to fly into the unexplored, someone who makes possible what others consider impossible. 1962-2022, sixty years of history and 3500 **photo booths** installed in Italy. The 'macchinetta' is an icon of democracy, having brought photography 'to the streets' and allowed it not to be a luxury for the wealthy, but also a protagonist in the world of Art, Museums, Music and Cinema. A story that is still a Photograph on society, where the tale does not end because new chapters are still to be written.

Art and Museums

Cult object and ancestor of selfies

On 10 December 1962, **DEDEM** installed the first booth in the **Galleria Colonna in Rome**. From decade to decade, the history of the photo booth galloped fearlessly onwards: from the literary world, to the world of cinema, from comic strips, to fashion, to the inspirations of the twentieth-century art world with Magritte, Andy Warhol and many others.

Art and artists have exploited its aesthetic potential in their performances such as the Italian artist **Franco Vaccari** who, at the **1972 Venice Biennale**, dedicated one of his *'Real Time Exhibitions No. 4 - Leave a photographic trace of your passage'* (Fig.1) to the aesthetic dimension of the photo booth experience. The echo spread to 2019 with the **Russian Biennial**. Again with the architects of **Parasite 2.0**, in collaboration with the Daforma Gallery, who transported the current **DEDEM** product into the future with a striking design: an 'author's cabin' between futuristic imagery and ancestral references (Fig.2).

The futuristic projects between **Art and Science** continue in 2021, promoted by the **University Vita-Salute San Raffaele of Milan** and the Research Centre for Advanced Technologies for Health and Well-Being; the photo booth at the MIA Fair enveloped in an aura of Photographic **NeuroEsthetic (NEFFIE)**, a neurocognitive experience applied to the subjective reinterpretation of the image through a platform (Fig.3).

In 2022, **DEDEM** joins AMACI, the Association of Italian Contemporary Art Museums, bringing its booths to the main **Italian Museums**, offering not only services, but also insights and inspiration in these places of thought and culture. In the same year, **DEDEM** launched a partnership with **Pininfarina**: the excellence of design and the excellence of automatic photography, together to offer a new visual and technological experience.



Fig.1



Fig.2



Fig.3



MORE INFO

Holding

DEDEM

S.p.A.



Numbers



Turnover
2021

90
MILLION



Installed
attractions

11.000



Employees

500



Passport Photo
Booths
installed
in Italy

3.500



Passport Photo
Booths
installed
abroad

2.000



Photos
printed

7
MILLION



Family
Entertainment
Centers

14



Automatic
play areas

25



Direct Territory
Technicians

200

Our Offices



ARICCIA (RM)
Via Cancelliera, 59



ARICCIA (RM)
Via Quarto Negroni, 54



ARICCIA (RM)
Via Variante di Cancelliera,
6/8



CORREGGIO (RE)
Via Martiri di Cervarolo,
1 B-C-D-E



FASANO (BR)
Via Roma, 268



ROMA (RM)
Via Licinia, 3



BORGARO TORINESE (TO)
Via America, 14



VALENZA (AL)
Via dell'Artigianato, 45



ALBANO LAZIALE (RM)
Via Cancelliera, 14



CINISELLO BALSAMO (MI)
Via dei Lavoratori, 136



[MORE INFO](#)

Our expertise

The distribution of our machines is the result of extensive work aimed at **market loyalty**, which has led **DEDEM** to be a partner of all the most important Italian Commercial Chains, Public Administrations, Airports, State Railways and Metropolitan Railways. Our **experience** has been capitalized through continuous technological updating, **quality** and speed of service, customization of the offer and constant technical **assistance**.



Assistance



Services
to Partners
Commercial



Logistic



Design
and production



Design



After sales





Always close to our Customers

Continuous and personalized assistance

Our **Service Centre** consists of a network of 150 highly qualified technicians constantly present throughout the national territory (FIELD coverage equal to 98%). The technicians are equipped with tablets for managing calls in real time and for each individual activity.

The **service** offered is structured on the basis of **competence, knowledge** of the most advanced technologies, continuous updating, **direct relationship** with the customer, **timing** and **courtesy**.

TELEMETRY SYSTEM

Our telemetry guarantees remote control of the booth installed: malfunction alarms for a reduction in machine downtime; updated situation of the takings for continuous monitoring.

*"This is what makes Dedem
a reliable partner".*

APP



DOVUNQUE

La fototessera a portata di app.

So as not to waste time around the city, the **Dovunque APP** allows you to **geo-locate** the three **DEDEM photo booths** on the map closest to the place where you are at that moment, with references and directions.



impressME

Materializza i tuoi ricordi.

ImpressMe is the revolutionary **APP** that allows you to **print**, in any passport photo booth, **the photos you have on your smartphone** with the convenience of paying directly from the **APP**. A service loved by all, not just the Generation Z.



The **RideRe App** enables you to enjoy **DEDEM kiddie rides** even if you have forgotten your wallet at home. The **APP** allows you to pay online quickly and easily via your smartphone. Consistently **innovative**, consistently close to the customer's needs.



DOWNLOAD



Our business



Automatic

Management of passport
photo booths
Management of Kiddie Rides
Equipment maintenance



Leisure

Family Entertainment Center
Fun Ride Areas
Play Areas Indoor/Outdoor
Areas Kinderheim
Dogs Areas
Production of Kiddie Rides



Equipment

Production of Passport
Photo Booths
Minilab 2D and 3D
printers Kiosks



Projects

Self Service Laundries 24h
Driving license renewal
Electronic Passport
Biometry
Driving simulators



ICT

Staging
IMAC
Logistic & Delivery
Support and maintenance
SAP
Help Desk

Our services

Listening carefully to needs, intercepting expectations, taking care to meet them. The **customer is at the centre of our services**, ranging from private, to business, to leisure. **B2B** and **B2C** activities accompanied by careful problem solving, sales and after-sales skills.



CIE photo



Foto PDigital



Photobooth Rental



Service 3D



Family Entertainment Centers & Fun Areas



ICT



Telemetry



MORE INFO

Our products

Creativity and **technology**, **human resources** and **quality** materials are the principles that govern our *Mission* and *Vision*. Under the banner of Made in Italy, innovation stemming from tradition, integration and sustainability, we offer a wide and widely diversified range of **products** for vending and beyond.



Photobooths



Kiosks



Amusement



Printers /
Minilab 2D



3D Printers



Simulators
driving



MORE INFO



CORPORATE BRANDS

Amusement

FEC

YOUNGO Family Entertainment Centers, with the claim "Fun Generation", perfectly combine play and educational activities. Set up inside shopping centres and located throughout the country, they offer all-round fun: kiddie rides, video games, playgrounds and colourful birthday areas.

Kiddie Rides

Under our brand **MEMOPARK** we design, manufacture and distribute **kiddie rides** worldwide. Tried and tested games made of the highest quality and solid materials. We are accredited with the most famous licensees, such as Warner Bros and Entertainment One.

Fun Ride Areas

We were the first to introduce **wooden playgrounds** with non-slip flooring and the first scenic **playgrounds** in shopping centres. Today we are present with over 500 **Play Areas**, distributed throughout Italy, taking care of every aspect, from conception to implementation.



MORE INFO



Information and Communications Technology

Trust Technology Services (TTS) was launched and develops in the 'total service' of the **ICT world** to manage the complexity of systems linked to large companies.

The **TTS** management process has enabled the development of *partnerships* through the alignment of the criteria preferences from our customers to the organizational skills of the company.

Strategic development, acquired *know-how* and constant updates create value for our customers through operational solutions for logistic management and the distribution and assistance of the machinery fleets.



Assistance and Maintenance



Contact Center & Help Desk



IMAC



LAB Center



Logistic & Delivery



SAP



Service by 3D printing



Staging and Preconfiguration



TTS
by DEDEM S.p.A.



MORE INFO



3D Service

PROTOTEK is a **3D printing service** operating in the **Additive Manufacturing (AM)** sector since 2007. We offer **advanced consultancy** throughout the entire production process, starting from model design to post-production finishing.

High standards of quality and confidentiality, guaranteed by highly specialised technical staff, enable **PROTOTEK** to bring innovative, strategically successful product lines to market in a short timeframe.

PROTOTEK is part of the **Carbon Production Network (CPN)**, which guarantees the best printers and high-precision materials from the American company.



3D printing



3D design



3D scanning



Specialised
Consultancy



MORE INFO



PROTOTEK
PROTOTYPING & MANUFACTURING by  **TTS**

3D Sales

SELLTEK is the technology partner you can trust to enter the world of **Additive Manufacturing**, with over 20 years of experience in 3D Printing.

We offer a wide range of **3D printers** for various professional sectors and we have **3D scanners** to meet all kinds of needs.

We are official resellers of the most important international brands: **HP, Carbon** and **Tritone**.

Since 2020, we have been producing the professional printer under the **SELLTEK** brand name: the **D Series**.



3D printers



3D scanners



Specialised
Consultancy



MORE INFO



Driving simulators

SIMFOR is the company brand specialised in the development of training and certification solutions through simulation, virtual and augmented reality technologies.

Founded in Madrid, we have about twenty years of experience, with clients from more than 30 countries. We offer a wide range of solutions: **simulators for cars, trucks, buses, motorbikes, construction and mining machinery, cranes, military vehicles, and much more.**



Car



Motorcycle



Truck



Bus



Construction Machine



Military vehicles



Virtual reality (VR)



MORE INFO



SIMFOR



DEDEM

S.p.A.

www.dedem.it