



## **Fabrizio Gramuglio**

### **Director - AI & Immersive Cinema Technologies**

Fabrizio Gramuglio is a pioneering technologist and innovation leader who sits at the intersection of artificial intelligence, immersive technologies, and Human-Machine-Interaction (HMI) experiences. With over two decades of expertise in HMI and multi-sensory systems, he has consistently pushed the boundaries of how technology can enhance and transform storytelling, the creative process, and audience experience, reshaping how stories are brought to life on screen.

Being a lifelong cinema enthusiast and having a comprehensive knowledge of traditional production workflows and contemporary digital tools, Gramuglio has dedicated his career to re-designing the entertainment industry through the seamless integration of AI and extended reality (XR) technologies. His work includes designing frameworks that enable multi-sensory experiences across virtual, augmented, and mixed-reality environments, as well as pioneering the development of AI-driven interactive characters through the Digital Resurrection project, which brings historical and fictional personalities to life through emotional intelligence and advanced human-machine interaction. These innovations fundamentally reimagine how audiences engage with cinematic content and interactive storytelling.

His unique perspective combines deep technical expertise with creative vision, shaped by his experience as an AI expert for the European Commission, his role in shaping global standards through W3C working groups, and his pioneering work in emotional pattern analysis and artificial empathy. At Forever Identity, he spearheaded advancements in knowledge-based systems and human behavior analysis, developing technologies that bridge the gap between digital and emotional experiences.

As a Singularity University Global Ambassador and Chapter Leader, and OpenExO (Open Exponential Organizations) certified coach and consultant, he has been instrumental in fostering dialogues about the future of technology and its impact on society, from emerging AI applications to sustainable advancements, digital transformation, and the evolution of human-machine interactions in entertainment and immersive experiences. He regularly contributes to discussions about integrating new technologies with traditional filmmaking methods, focusing on how these emerging technologies can enhance, rather than replace, time-tested production techniques.

An MIT Sloan Business School alumnus with focused studies in AI business strategies, Gramuglio combines technical expertise, business acumen, and creative vision to explore new frontiers in experiential technology. His current work focuses on experimenting with the convergence of artificial intelligence and extended reality, investigating novel approaches to create meaningful and emotionally resonant interactive experiences that could enhance how we engage with digital content and with each other.

#### Links & Videos:

1. [From Biologist to AI Pioneer: Fabrizio Gramuglio's Vision for the Future of Education and Innovation](#)
2. [Digital Identity Presentation: Transforming Human Machine Interaction](#)
3. [Leveraging the Five Senses to create unlimited immersive realities Podcast](#)
4. [TedX: "Democratize access to knowledge"](#)
5. [Use of Artificial Intelligence and Emotional Intelligence in Organizational Applications](#)
6. [AI and EI Meet IO v3](#)