Silla Industries was founded as an innovative start up by Alberto Stecca - CEO and Cristiano Griletti - Head of R&D. The company initially had a few close collaborators, all united by the enthusiasm of actively believing in an alternative tomorrow.
Today we are a group of **28 professionals** with multiple skills.

The team is destined to grow more and more, thanks to the trust of those who have chosen us and invested in us.
In October 2021, our facility grew from 400sqm to over 1600sqm to accommodate a growing staff.
Electric mobility is developing **quickly and constantly**, it is important for a company to follow the same development trend.
Alberto's business management and Cristiano's technical guidance are moving in the same direction:

Shape a different tomorrow, starting with electric mobility.
I fell in love with cars as a child, spending my days in the family car showroom. I am naturally inclined to "connect the dots", and building relationships among people. It’s important for me to make a difference by always setting new goals and interacting with customers and stakeholders in the best possible way. Two encounters were destined to change my life: the one with Tesla and the one with Cristiano. Leaving a secure career at the family business to found Silla Industries I created an alternative future... starting with my own.
I fell in love with electronics from a very young age, watching Dad assemble electrical circuits. If there is one passion that has never abandoned me, it is the one of making, disassembling and reinventing. Actually my vision has always led me to create, with great anticipation, the world that wasn't there. Like Alberto, I too was struck by Teslas. From this encounter I drew a great inspiration that I brought in what I consider my natural environment: the workshop and Hackerspace.
The market
Registrations in Europe

Electric and plug-in vehicles are the only ones that grow steadily registrations despite a sharply contracting automotive market.

Amped up
Europe, cars sales

By fuel type, %

<table>
<thead>
<tr>
<th>Year</th>
<th>Petrol</th>
<th>Diesel</th>
<th>Battery and plug-in hybrid electric</th>
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<tbody>
<tr>
<td>2017</td>
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<td>2018</td>
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<td>2020</td>
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<tr>
<td>2021</td>
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</tr>
</tbody>
</table>

Battery and plug-in hybrid electric sales

% of total

Source: https://www.economist.com/graphic-detail/2021/10/01/european-sales-of-electric-vehicles-have-nosed-ahead-of-diesels
Charging systems

The market for charging systems is growing steadily, especially in the private and corporate sector.
Charging Criticalities
Most frequent requests
Vehicle recharging is the biggest issue in electric mobility.

**Few fast charging points**
There's more focus on highway charging, but market data indicates that people are charging more at home or at their work places.

**Quick recharges are expensive**
The final price is conditioned by the fast charging rates imposed by the energy provider.

**Recharging is troublesome**
Often public chargers are not ready to use and require a different registration for each different operator network.
90% of recharging occur at home and in the business

**FAST** recharges are important for long trips, but the largest number of recharges are done in private or business settings and will remain so in the future:

“Private charging represents more than 90% of charging. It will maintain a very high share in the future.”

European Commission (2021)
Silla created **Prism Solar**

**Solar / Duo**

Single-phase up to 7.4kW or three-phase up to 22kW. The DUO version offers two single-phase outputs up to 7.4kW.

**Basic**

Available in single-phase version for powers up to 7.4kW. Replaceable cover in after-market to transform it in a Prism Solar
# Prism Solar Rfid

## Solar Mode
Allows charging an electric car using excess energy from a photovoltaic system.

## Night Mode
Allows charging only at night time when electricity is cheaper.

## Cluster Installation
Up to 10 Prism Solar can be installed in cluster mode without additional hardware, up to 50 with optional Prism Smart Hub.

## Cloud Management
The management of Prism can be done locally or with My Silla Cloud thanks to the Ethernet and WiFi network.

## Load balancing
Checks that the Prism consumption never exceeds the power available at the electricity meter.

## RFID
The Rfid reader in all the Prisms Solar allows the identification of users.
Cluster Installation

Each **Prism Solar Rfid** is able to manage a cluster of charging stations (up to 10) without the need for additional hardware, while offering load balancing and Horeca Service management (optional).

You can install initially just a few Prism chargers and expand later on, adding more with a simple software reconfiguration.

For larger installations, the **Prism Smart Hub** accessory allows to connect up to 50 Prism Solar Rfid together while maintaining all the features and services available in a single configuration.
The **Horeca SW Service** allows hospitality businesses to bill the charging service, authenticating users through **RFID cards**, monitoring and collecting data for each session through the cloud portal **my.silla.cloud**.
MQTT, OCPP and API

Prism Solar is a full MQTT Client for domotics and IoT devices

Proprietary API specification is available to programmer and developers to integrate Prism Solar into their software or application.

Prism Solar product line is compliant with OCCP 1.6 json
All in a **single case**

- a Solar Inverter
- a Charger/Inverter
- a Storage System
- a Management System
- a bidirectional EV Charger with V2L / V2H connection
- UPS functionality
- a Router/Switch with Powerline distribution
Different environment

Different installation possibility

Inside the energy hub
Wall mounting
Flush mounting