Who is Who

2023

XR
from✖SPAIN

A PUBLICATION WHICH
PROVIDES A COMPLETE
PICTURE OF SPAIN'S
XR INDUSTRY.

Message from the CEO of ICEX, Spain Trade and Investment

Maria Peña Mateos
CEO ICEX

Dear reader,

I am pleased to share with you the second edition of the Guide to XR FROM SPAIN for 2023. This is exciting news for us.

This comprehensive guide serves as your exclusive gateway to the finest Spanish content and companies, consolidated in just one document. Within these pages, we delve into the dynamic landscape of the Spanish XR industry, spotlighting our distinctive essence and talent across pivotal sectors such as Healthcare, Education, Gaming and Sports, Industry 4.0, Tourism & Cultural Heritage, Security, Media Branding & Communication, and, of course, the Metaverse.

For the creation of this guide Spanish companies and professionals were invited to nominate their most exceptional projects. This results in a visual showcase of our collective prowess and best resources, spanning various sectors. These featured projects stand as exemplars of the remarkable growth within an industry that is gaining international acclaim.

Should you seek to establish connections with a Spanish company, this guide will be your compass.

I hope you find it a valuable resource.

Warm regards,
María Peña

XR from■SPAIN

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XR from Spain is the umbrella brand created and supported by ICEX, Spain Trade and Investment to promote the Spanish XR industry at all international shows around the globe.

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Getting Real about the XR Ecosystem and Spanish Talent Potential to be one of the Key Players in the Industry

Despite the ongoing macroeconomic challenges affecting all consumer device markets, in 2023, the XR industry has lived an undeniable new wave of excitement. The metaverse hype was deflated, and media attention has now pivoted to the strides in artificial intelligence, grabbing all the headlines. Yet, significant developments in XR persist in major companies.

The recently announced entry of Apple with its Vision Pro headset could mark a defining moment for the industry, and the new headset generation represents a massive step up from its predecessors.

While VR adoption remains niche, there is a steady rise in headset shipments and sales of VR apps and games. Despite being early in the XR journey, technology is advancing rapidly and continues to hold immense potential. While not the revolutionary force hyped in 2017, virtual reality is making gradual and realistic progress, and although lacking critical mass, it has proved that it is unmistakably here to stay.

And Spain is still poised to be a critical player in the industry's growth.


XR in Spain, Hindsight and Future

As we saw in last year's edition of this Guide, back in 2018, the Spanish ecosystem composed over 200 companies (XR Report by Oarsis and The App Date), mostly service-oriented and working mainly for the entertainment sector. At that moment, hardware was still fragmented, most of the content was still experimental, and the lack of investment or possibilities to grow made many companies either disappear or focus on other technologies.

More recent research indicates that the Spanish XR industry has managed to level off and create long-term companies that have thrived and expanded to international markets.
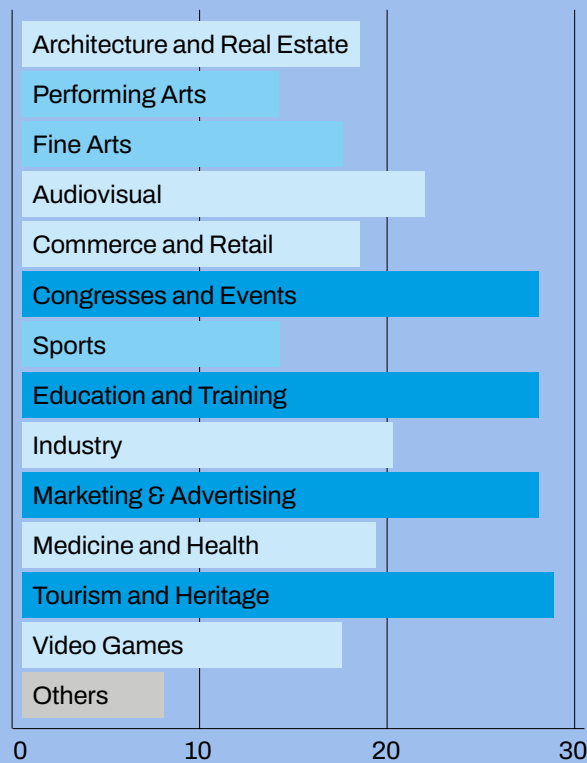
In the latest "XR Industry in Spain 2023" Report from the national association INMERSIVA XR, we can see XR companies in our country are distributed throughout the Spanish territory, with a more significant presence in Madrid, Barcelona, Málaga, and Valencia. Most of them have been working in this field for years, with their founding coinciding with the peak of popularity experienced by VR in 2017 and with the start of the pandemic in 2020.

Number of companies
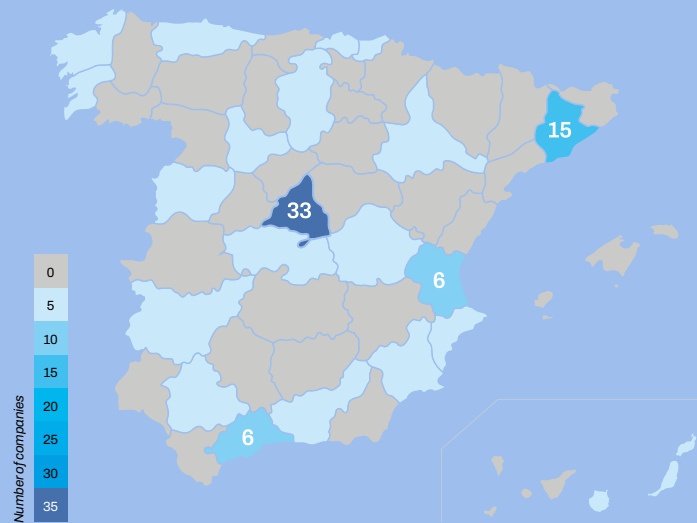
Spain Map XR Companies
Informe Industria XR España by INMERSIVA XR (2023)

According to the report, Spanish XR companies usually have between 10 and 15 people employed, and their main activities are framed in the development, consulting, and production of VR and AR. In general, the XR industry is B2B, and clients are mainly located in Spain, with tourism and heritage, events, education, and marketing being the sectors for which most work is done. Also, most companies develop between 10 and 20 projects per year.

Architecture and Real Estate
Performing Arts
Fine Arts
Audiovisual
Commerce and Retail
Congresses and Events
Sports
Education and Training
Industry
Marketing & Advertising
Medicine and Health
Tourism and Heritage
Video Games
Others

Sectors of application

Revenues

According to the latest PwC report, "Perspectives from the Global Entertainment & Media Outlook 2023–2027", after the records of 2020 and 2021, the Spanish Virtual Reality (VR) market is expected to experience further expansion over the next five years, driven five years, driven by the growing popularity of VR gaming games that make use of this technology and immersive video experiences. Total VR revenues are expected to grow from EUR 64 million in 2022 to EUR 196 million in 2027, at an average annual rate of 24.9% (CAGR).

Virtual Reality	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	CAGR 22-27
App	—	—	—	—	—	—	—	—	—	—	—
Gaming	9	12	18	30	49	68	87	108	134	155	25,7%
Video	3	4	6	10	15	20	24	29	34	41	22,2%
Total	**12**	**16**	**24**	**40**	**64**	**87**	**111**	**137**	**168**	**196**	**24,9%**

Entertainment and Media Outlook 2023-2027 - Spain Report by PWC   *Data in millions of euros*

This growth will be driven by VR gaming revenues, expected to increase from EUR 49 million in 2022 to EUR 155 million in 2027. VR video revenues are projected to grow from EUR 15 million in 2022 to EUR 41 million in 2027.

Moreover, according to a report from Telecoming, a company specializing in mobile entertainment services, Spaniards are projected to spend 103 million euros on this type of content this year.

Install Base

According to the PWC report, between 2022 and 2027, the installed base of VR headsets in Spain will grow from less than 700,000 to more than 1.6 million, implying an average annual increase of nearly 20%.

Driven by the success of Meta Quest 2, standalone VR headsets are expected to continue to be the most popular type of virtual reality device, with its market share increasing from 83.1% in 2022 to 84.6% in 2027.

Institutional Support

Supported by major digital corporations and government initiatives, Spain is making steady strides in harnessing its metaverse potential.

The Spanish government has demonstrated its commitment to the development of the metaverse sector by providing support to companies interested in entering the market. In December 2022, Spain's Ministry of Culture and Sport unveiled plans to allocate 7.9 million euros in grants to companies that are creating metaverse-based experiences in the video game industry.

The government is also allocating €186 million of its RRF funds to boost digital tool usage to create immersive VR and mixed reality (MR) experiences in the tourism sector. A further €95 million of this funding is allocated towards supporting projects to develop VR and AR applications in the industry.

Impact

New research by Deloitte, commissioned by Meta, analyzes the economic opportunities presented by the metaverse worldwide. In Spain, the metaverse could contribute between 28 and 53 billion euros to GDP by 2035.

Spain has excellent digital foundations, being the seventh EU member state in the DESI report (2022) and the third in terms of connectivity in the European Union, and Spanish workers are above the EU average in terms of basic digital skills.

"The metaverse will be an amalgam of technologies, platforms, and products built by a range of companies, which will open up incredible new creative and commercial opportunities in Spain and around the world. As this research shows, although these technologies are virtual, their economic impact will be very real. Unlocking this potential is vital and will only be achieved with the collaboration, effort, and cooperation of technology companies, policymakers, society, and other key stakeholders". - said José Luis Zimmermann, Director of Public Policy for Spain and Portugal at Meta.

Meta is just one company that sees Spain's XR talent potential. In an interview conducted during this year's Mobile World Congress by the media Real o Virtual, Leland Hedges, in charge of Pico's XR in Europe, commented that Spain was in the top 3 of Pico's European market.

"Spain is a surprisingly positive market for Pico. It is in our top 3 European country markets, something we did not expect. We also have a lot of metrics around. We just did a Valentine's Day promotion in the store, and we saw a lot of engagement with Spanish users, so in terms of how many hours a week, Spanish users are using the device for more than 5 hours. We are going to do more events in Spain. We are pleasantly surprised by the reception of the Spanish community, and there are a lot of great developers in Spain."

Spain has solidified its position as a leading global center for crafting immersive content and applications. The expanding XR ecosystem and burgeoning talent in Spain are making a significant impact on the worldwide XR landscape. This guide offers a thorough overview of key contributors in the national XR ecosystem, highlighting their potential to shape the history of XR on a global scale.

Verónica Rodríguez Pérez,
VR Specialist Consultant

INDEX   PAGES

Assets, Tools and Devices

3in tech

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in

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in

3IN (Interactive Interfaces for Industry) pioneers transformative solutions in the industrial sector through Augmented and Virtual Reality (AR/VR) technologies. Specializing in enriching industrial environments, we seamlessly integrate virtual elements, enhancing visualization, testing, and verification processes. Our focus areas include optimizing industrial production by saving time and resources, revolutionizing training through realistic scenarios and interactive tools, and improving post-sales support/maintenance services. Committed to innovation, we digitize content and provide cutting-edge software and hardware solutions. 3IN's vision is to redefine industrial landscapes, making tasks more efficient, training more effective, and support services more streamlined, contributing to the evolution of the industrial world.

ACTIVITIES
Development, Software

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR

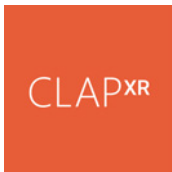
Universal
Metaverse Kit

Universal Metaverse Kit

LOOKING FOR
End client

Universal Metaverse Kit is a pioneering initiative aimed at advancing the development of multi-platform and multi-user solutions, contributing to the evolution of the Metaverse. Our project seeks to streamline the creation of immersive, interactive, and collaborative XR experiences
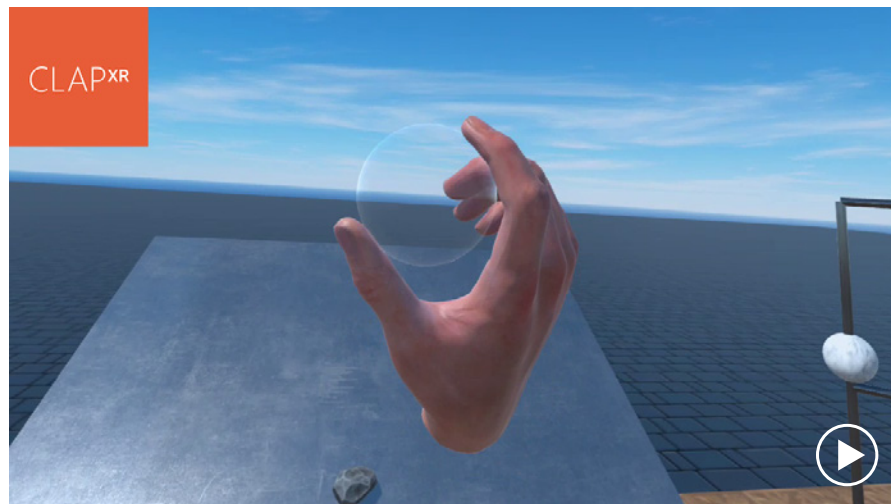
Assets, Tools and Devices

We design innovative technology for realistic interaction. With a focus on increasing user embodiment, our solutions provide high-fidelity interaction in immersive environments. We combine the human interaction with a real-time simulated version that takes into account the biomechanical features of the human body. We also perfect the virtual embodiment and proprioception by extending realistic interaction with realistic haptics, satisfying the diversity of human perception. Our strong passion for research and pragmatism, makes us find quality solutions that easily adapt to different scenarios.

COMPANY
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AWARDS
Laval Virtual Revolution
#Research Nominee 2022
Santander XAwards Finalist
2022. Winner URJC Spinout
2022

ACTIVITIES
Development, Software

TECHNOLOGIES
VR - Virtual Reality

Clap

CLIENTS
Funding

LOOKING FOR
Distributor

CLAP is the only solution that enables natural and realistic hand interaction in virtual environments. It creates a virtual representation of the user's hands that are physically simulated in real time providing natural interaction with virtual objects. Hand interaction is fluent and does not need to design predefined poses: virtual objects can be grasped and interacted with infinite poses that are calculated in real time based on the physical stability. The hand simulation allows us to measure the exerted virtual forces that are used to command the corresponding haptic devices.

EYEDAK

COMPANY
www.eyedak.com

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AWARDS
Pyme Innovadora in Spain

COMPANY REEL

Eyedak revolutionized the world in 2013 with vrAse, the first smartphone Virtual Reality device, that turns your smartphone into a huge and immersive 3D screen, that you can use to play, watch movies or experience VR&AR. A whole new world accessible to everyone.

ACTIVITIES
Development, Industrial Design, Hardware

MAIN MARKET
USA, Netherlands, Japan

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality

vrAse

CLIENTS
Universities and colleges, HOYA corp

LOOKING FOR
Partners for development

vrAse forever changed the smartphone world back in 2013. A unique and simple idea that enabled the biggest revolution the Smartphone had ever seen; directly use the Smartphone for VR and AR through a specially designed glasses.

Inmersia

COMPANY
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www.inmersia.com

in

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in

Inmersia is developing the InmersiaLens, the next generation of smart glasses for daily use and the first in combining AR and VR experiences in a single device. The smart glasses currently available in the market are either too bulky to be used everyday, or they fail to provide a truly immersive experience. Thanks to Inmersia's proprietary optics technology, the InmersiaLens provide the most immersive experience in the market in a highly portable device indistinguishable from regular glasses. With the InmersiaLens, consumers and professionals can now benefit from an infinite workspace anywhere along with a whole new world of immersive and shared experiences!

ACTIVITIES
Development, Industrial Design, Consumer Electronics, Hardware, Wearable

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

InmersiaLens

CLIENTS
B2B and B2C Market

LOOKING FOR
Funding

The InmersiaLens are the next generation of smart glasses for daily use and the first in combining AR and VR experiences in a single device. Thanks to Inmersia's proprietary optics technology, the InmersiaLens provide the most immersive experience in the market in a highly portable device indistinguishable from regular glasses. With the InmersiaLens, consumers and professionals can now benefit from an infinite workspace anywhere along with a whole new world of immersive and shared experiences!

KATACLACK

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COMPANY REEL

Kataclack is a Camera manufacturer. Kataclack expertise on hardware and firmware design allow us to develop our professional high quality camera systems to cover the needs of new immersive content. We design from system level architecture down to sensor PCB, as well as real-time image processing pipeline on FPGA to build any system required to shoot immersive content (from side-by-side for 3D to multi-camera systems required for XR/Volumetric and what has still to come...). Our systems achieve a perfect synchroni-sation of image acquisition, using global shutter sensors and high quality RAW image processing flow from sensor to screen.

ACTIVITIES
Development, Hardware, Software

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality

MAIN MARKET
United Kingdom, Germany, Italy and France

Assets, Tools and Devices

Der Sprung / The Leap 1961

CLIENTS
Liquid Blues Production, Deutsches Historisches Museum

LOOKING FOR
Partners for development

The Leap (Der Sprung) is a POV VR 60fps experience for Deutches Historiches Museum that reproduces a historical photograph of a soldier jumping over Berlin's wall in 1961. Kataclack developed a 3D VR 60fps global shutter system in helmet configuration. The experience was recorded in RAW.

ONIRIX

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COMPANY REEL

Onirix is a platform specialized in Augmented Reality for browsers (Web AR). Our mission is to enhance the real world by combining it with the digital world thanks to Augmented Reality. That's why we develop our own technology to make AR accessible to everyone, regardless of whether they have technical knowledge or not. Onirix allows you to expand your business thanks to Augmented Reality. Your AR content can be easily consumed by users through web browsers, without having to download an app. We have AR experience templates so you don't start from scratch. We also have our own SDK and API if you need a greater degree of customization in your projects.

ACTIVITIES
Software

MAIN MARKET
Canada, USA, Mexico, Brazil, Colombia, Peru and Chile

TECHNOLOGIES
AR - Augmented Reality, MR - Mixed Reality, Web XR
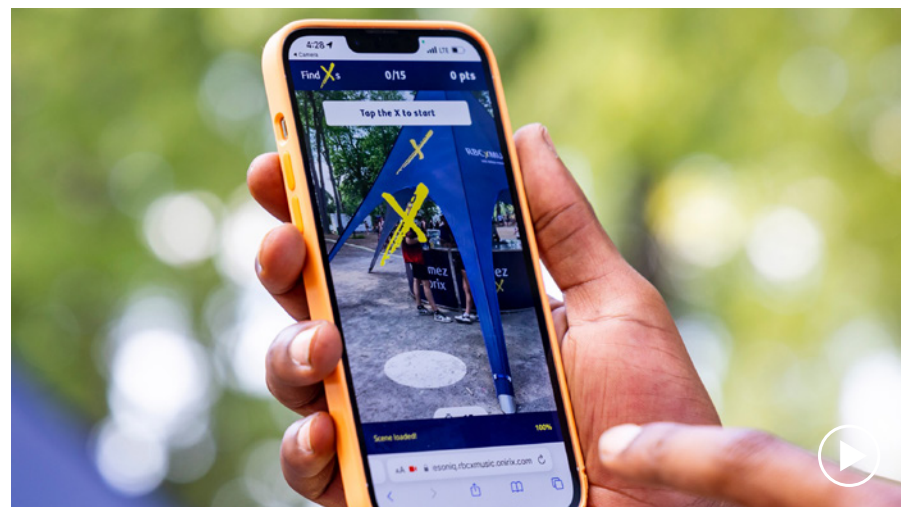
Web AR Treasure Hunts

CLIENTS
Telefónica, Finetwork, Ancestry, EDP, Cruz Roja and Nefab, among others.

LOOKING FOR
End client

Salt, a creative marketing agency, through Onirix has provided a solution to RBC x Music by generating a geolocated gamification dynamic at renowned festivals such as Cavendish, Bluesfest or Ilesoniq held in different cities in Canada. Visitors could move around the festival to play AR experiences (logo hunting), collect points and redeem them for prizes in different categories. As a result, more than 3,000 users played more than 14,000 games and an average of 500 prizes were redeemed.

Tagai Arts is a videogame development studio based in Spain but working remotely. We see videogames as a collective art and strive for a collaborative approach to creation, making every creative voice relevant and heard. The team creates VR games in Unreal and award-winning VR tech aimed at bringing accessibility to users with disabilities.

COMPANY
admin@tagaiarts.com
www.tagaiarts.com

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AWARDS
Largest Social Impact at the Inmersiva XR 2023 awards

ACTIVITIES
Development, Design and Content Production, Software

TECHNOLOGIES
VR - Virtual Reality

HandsFree VR

LOOKING FOR
Funding

The team at Tagai Arts has an extensive background in the audiovisual development industry, with over a decade of individual experience in each of its members. In addition to video game development, its devs have worked on immersive experiences ranging from entertainment and culture to VR psychotherapy.

BRAINSTORM

COMPANY
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www.brainstorm3d.com

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Commercial director
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AWARDS
**The Berlanga Award for
Technological Innovation,
the European Seal of
e-Excellence by the EMMAC,
the European Business of
the Year, the IBC Innovation
Award, the Innovation Award
of the Spanish Computer
Society or the IABM Game
Changer Award, among
others.**

COMPANY REEL

▶

Brainstorm is a specialist company dedicated to providing industry-leading real-time 3D graphics, Augmented Reality and Virtual Reality set solutions for all broadcast graphics types and workflows, as well as for feature film production and corporate presentations. With thousands of installations worldwide since its foundation in 1993, Brainstorm's customer list includes many of the world's leading broadcasters plus smaller and regional stations. Brainstorm's flagship product eStudio is considered the industry's fastest on-air graphics and virtual studio engine. Other Brainstorm products are InfinitySet, the most advanced virtual set and augmented reality solution; Aston, the designers' choice for graphics creation, CG and playout solution and Neuron, broadcast graphics management. With headquarters in Spain and subsidiaries in the US and Asia, Brainstorm is a company with a global reach and committed to innovation.

ACTIVITIES
**Development, Design and
Content Production, Software,
Education (ONLY XR study
programmes - Bussiness Schools
and Universities), Health**

TECHNOLOGIES
**VR - Virtual Reality, AR - Augmented
Reality, MR - Mixed Reality**

MAIN MARKET
Japan, North America, Latin America, Europe, Asia-Pacific and Middle East.


InfinitySet

CLIENTS
**CNBC, CBS, ESPN, WWE, L.A.
Castle, Multi Image Group,
Broadcast Management Group
(USA); NHK (Japan); RTHK
(Hong Kong); EBS (S. Korea);
Hakka TV (Taiwan); FOX Sports
(Brazil and Colombia); TVN
(Chile); Rai (Italia); Al Jazeera
(Qatar), TV Sport (Kuwait)**

LOOKING FOR
Distributor

InfinitySet is the most advanced AR, XR and virtual set solution. InfinitySet acts as a hub for a number of technologies, from tracking systems to interaction with other devices, controllers, mixers, chroma keyers, NRCS workflow for journalists and many more that configure the broadcast virtual production environment. As LED-based XR is increasingly used, Brainstorm has developed new features that allow easier, faster and more integrated creation of immersive XR content speci- fically designed to be displayed on large LED videowalls.

Audiovisual / Creative Industries
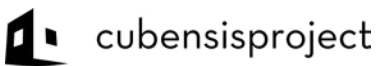
cubensisproject

COMPANY
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COMPANY REEL

Founded in 2005, Cubensis Project specializes in the design and integration of interactive visual content. Their areas of expertise range from shows and advertising to events and museum installations. Over the years, Cubensis has stood out for its innovative approach, collaborating with prominent companies both nationally and internationally. Moreover, they have expanded their technology beyond borders, reaching regions such as the European Union, the United Arab Emirates, Asia, and Latin America. A distinctive feature of Cubensis is its ability to merge audiovisual with multimedia art, offering unique solutions in the market. The company's strength lies in its multidisciplinary team, consisting of programmers, designers, and art directors. Together, they work to create cutting-edge interactive experiences.

ACTIVITIES
Development, Design and Content Production, Software, Events

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence, Robotics, Others (Video-mapping, Holograms, Photogramme-try, IoT,…)

MAIN MARKET
Portugal, Germany, England, South Korea, Azerbaijan, Philippines, Chile, Qatar and Dubai

INTANGIBLES
UNA EXPOSICIÓN DIGITAL
DE LA COLECCIÓN TELEFÓNICA

Intangibles by Fundación Telefónica

CLIENTS
Fundación Telefónica and Telefónica Solutions

LOOKING FOR
End client

The "Intangibles" exhibition by Fundación Telefónica offers an innovative artistic experience, focused on immaterial sensations and free from materiality. Thanks to Cubensis Project and its technological advancements, art is experienced and felt through digital, luminous, and virtual reality formats. This proposal challenges traditional notions of ownership and value in art. "Intangibles" showcases how technology and creativity merge in the digital age, suggesting a revolutionary artistic future.

Estudio Gurugú

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Director
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AWARDS
We were selected as one of the most innovative companies in the San Sebastián Film Festival (zinemaldia startup challengue)

COMPANY REEL

Audiovisual studio based in Barcelona. 360 video, XR, streamings, eSports and hybrid events. Education & Consulting.

ACTIVITIES
Design and Content Production, Producer, Events

MAIN MARKET
Spain, EU, USA, Singapore and China

TECHNOLOGIES
VR - Virtual Reality, MR - Mixed Reality

CLIENTS
Worldwide

LOOKING FOR
Funding

Estudio Gurugu is a XR company based in Barcelona. We are experts in 360 content video and live streaming.

IBERCOVER
S T U D I O

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AWARDS
**Helixa Innovation Awards.
Award for the Most Innovative
Tourist Product. XR Parks.
Regional Government of
Castilla-La Mancha**

COMPANY REEL

Creates digital immersive experiences through video mapping, virtual reality, augmented reality and av installations. We work with lighting and sound design, with images and technology.

ACTIVITIES
Development, Design and Content Production, Industrial Design, Producer, Events, Press and Divulgation, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Saudi Arabia, UK, Uruguay and Arab Emirates

Talavera Digital Art Show

CLIENTS
**Board of Communities of
Castilla-La Mancha**

LOOKING FOR
End client

Immersive digital art show where art and technology merge to captivate audiences of all ages.

kinerama

COMPANY
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www.kinerama.com

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Immersive Creator
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AWARDS
CG architects Awards 2021

COMPANY REEL

At Kinerama, we specialize in creating immersive experiences in multiple formats for various fields: projects in Virtual Reality, Augmented Reality, Web 3.0, interactive applications, 360-degree videos, and more. Over the years, we have developed projects in a wide range of formats and scales for diverse sectors such as architecture, automotive, dance, and contemporary art. Each project is unique, and we enjoy comprehending, adapting, and delving into it to find the optimal path required for each situation. The three main pillars that define our way of working are: the pursuit of maximum quality within the possibilities of each technology, user experience, and the power of narrative.

ACTIVITIES
**Development, Design and
Content Production**

TECHNOLOGIES
**VR - Virtual Reality, AR - Augmented
Reality, MR - Mixed Reality, Web XR,
Others (Videomapping, Holograms,
Photogrammetry, IoT,…)**

MAIN MARKET
USA

HAL

CLIENTS
**WOW, Autis, Kilograph,
Metrovacesa, UNIR**

LOOKING FOR
End client

HAL is a developed tool at Kinerama designed to assist in making creative decisions within the realm of cinema. Starting from a hyper-realistic 3D modelig of the set, which we create ourselves, we develop an interactive experience, allowing the film's Art department to explore endless possibilities. They can make material and color changes, adjustments to lighting, different furniture layouts, or even capture and download images. There are two modes of usage with the tool: Virtual Reality and computer mode.

Audiovisual / Creative Industries

MAGIC FENNEC ®

Audiovisual / Creative Industries

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COMPANY REEL

Specialized 3D company. Magic Fennec develops and creates immersive experiences in unlimited realities. Thanks to creativity and real-time technology globally, we are producing a new way of conceiving reality. The experts that make up the team are the creative pillar of the studio.Working comprehensively across the industries in which this technology specializes, Through Unreal Engine, we diversify its applications in different sectors, enhancing society through top-notch technological solutions: Innovation Social growth Dissemination of knowledge

ACTIVITIES
Design and Content Production, Education (ONLY XR study programmes - Bussiness Schools and Universities)

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality

MAIN MARKET
Europe and USA

Recreation of Prague in the 14th century

CLIENTS
Multivrse Labs Inc

LOOKING FOR
End client

An experience built with a 360º stereoscopic video. This technology allows the "fisheye" deformation that is common in 360º videos is not perceived by having a slightly different perspective for each eye. In addition, the consumption of resources is greatly reduced allowing a hyper-realistic experience.

THE VP LAB
VIRTUAL PRODUCTION MADE EASY

COMPANY
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COMPANY REEL

We are a company dedicated to consulting and VFX specialized in virtual production. We perform content creation services with Unreal Engine, creation of environments, cinematics, previews, motion capture with Vicon system. Shooting with ICVFX / OSVP led screens with 3D content and camera tracking using our render nodes system with vanilla Unreal. The VP Lab services; virtual production supervision & TD, World Capture, Visualization, Performance Capture, Simulcam, ICVFX / interactive lighting, mocap... We have Vicon camera tracking and mocap. Besides being distributors, we also have mosys and stype camera tracking.

ACTIVITIES
Design and Content Production, Producer, Consultancy

TECHNOLOGIES
VR - Virtual Reality, MR - Mixed Reality, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
United Kingdom, EU and USA

ICVFX commercial PAC

LOOKING FOR
End Client

We develop a commercial for the PAC by utilizing the latest VFX technique OSVP-On Set Virtual Production by being the first company that use this technique with 3D working with Vanilla Unreal Content.

Things Happen

We design unique audiovisual projects. Through our creative use of technology, the audience is immersed in a moving experience.

COMPANY
itzi@thingshappen.es
www.thingshappen.es

CONTACT
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COMPANY REEL

▶

ACTIVITIES
Art direction, Development, Design and content production, Producer, Consultancy, Events, Others

TECHNOLOGIES
Immersive projections, Interactivity VR – Virtual Reality, AR – Augmented Reality, AI - interactive, visuals, deep fake… Others (Videomapping, Holograms, Photogrammetry, IoT, data visualization…)

MAIN MARKET
Germany, Spain and Switzerland

Monet's Garden. Immersive experience

CLIENTS
Projektil

LOOKING FOR
End client, Funding and Partners for development

MONETS GARDEN The exhibition consists of two main components. First, an immersive 45-minute show with a compelling narrative intent that allows us to understand who Monet was and what drove his artistic interests. On the other hand, the exhibition features various spaces filled with installations designed to deepen our understanding of Monet's works. These installations provide a clear yet evocative exploration of the foundations of Impressionism.

Overlat is an immersive studio focused on interactive experiences formed by professionals with more than 20 years of experience in diverse fields such as video games, cinema, and audiovisual production. Our goal is to create interactive experiences with high-quality content, that take into account the nuances of each project, and offer new ways to tell stories. We have a wide range of skills and experience in fields such as video games development, film production, and audiovisual creation.

COMPANY
www.overlat.com

CONTACT
Javier Garcia-Lajara Herrero
Founder/Managing Director
javier.lajara@overlat.com

ACTIVITIES
**Development, Design
and content production**

TECHNOLOGIES
**VR – Virtual Reality, AR – Augmented
Reality, MR – Mixed Reality**

MAIN MARKET
France and Italy

IL Dubbio I & II

CLIENTS
Reframe VR

LOOKING FOR
End client

Nowadays, we tend to see doubts as weaknesses in our struggle to succeed no matter what. We would rather show off our accomplishments, confidence and productivity, especially in the creative process. Il dubbio is an interactive documentary VR experience challenging these assumptions and exploring doubt as a driver of creation, an exploration of the timeless relationship between artistic expression and doubt.The journey begins in Leonardo Da Vinci's studio, where users can experience a lesser-known side of the celebrated Renaissance master and in Episodio II, Kenyan painter Beatrice Wanjiku reflects on the loss of her mother and how it has put in question her identity as an artist, shaping her work.
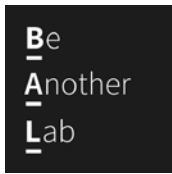
COMPANY
www.beanotherlab.org

CONTACT
Christian Betanzos González
Project Manager
beanotherlab@gmail.com

BeAnotherLab is an interdisciplinary art-science research laboratory dedicated to exploring the relationship between identity and empathy. They develop immersive technology systems to generate new modes of storytelling and to experiment with the perception of self and other. Driven by an action-research approach and their laboratory has developed a range of methodologies for interfacing with difference, always aiming to translate and connect in a context-specific and situated manner. Since 2012 they have developed and presented their work in more than 20 countries in a wide variety of contexts — from science laboratories, maker spaces, research centres, art and cultural institutions, festivals, schools, museums, libraries, detention centres for asylum seekers and grassroots institutions for human rights.

ACTIVITIES
Development, Design and content production

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality

The Machine to Be Another

CLIENTS
Companies, schools and training centers for teachers.

LOOKING FOR
Partners for development

Embodied Virtual Reality system designed to experience the world from another person's perspective. The installation of The Machine To Be Another (TMBA) works as an open platform for the co-design of immersive experiences. Promotes embodied perspective-taking and dialogue across difference for pro-social behaviour and mutual understanding. This experience is called a Body Transfer Illusion, The Machine is a unique system and the chief invention of BeAnotherLab. It results from long-term research on how to foster active perspective-taking and empathic concern.

butic THE NEW SCHOOL
be different

COMPANY
quieroserpro@butic.es
www.butic.es

CONTACT
Marco Antonio Fernandez Doldan
Founder and CEO
ceo@butic.es

AWARDS
butic is as of November 2023 the only Official Training Center (Authorized Training Center) simultaneously approved by Autodesk, DesignBuilder, Adobe, Chaos Group-Enscape, Unreal Engine and iToo Software. Recognized by The Rookies 2022 as the best-certified school in the world in the vertical 3D Visualization and the 13th best in the world globally speaking as far as audiovisual production is concerned. Our short film SilenZe has achieved 7 prizes. Finalist at The Rookies Awards 2023; The most certified Spanish buildingSMART Authorized Center.

COMPANY REEL

butic The New is the University partner Center of reference in Spain in Training and education for both the AECO sector (Architecture, Engineering, Construction and Operations) and for the Media&Entertainment one (3D , Real Time XR under Unreal Engine and Virtual Production).

ACTIVITIES
Education (ONLY XR study programmes - Bussiness Schools and Universities)

MAIN MARKET
Latin America

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

Máster Superior de visualización 3D y XR oficial de Unreal Engine. MBVR
Plan de Estudios

Master's Degree in 3D Visualization and XR by Unreal Engine

CLIENTS
Acciona, El Rachito, Edag, Telefónica Broadcast, Johson Controls o CaixaBank Dualiza.

LOOKING FOR
End client

Candidates who successfully pass the Master's Degree in 3D visualization and XR with Unreal Engine, will have the necessary training to take their projects to the virtual environment, and thus be able to move freely through them, interact and make modifications in real time through the use of immersive realities (XR).

We are a Startup that develops our own content in Virtual and Augmented Reality in the field of education, culture and publishing. Creating applications from which we can implement 3D models in AR in learning environments, Workshops.

ACTIVITIES
Development, Design and content production

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR

MAIN MARKET
Portugal, South America

COMPANY
www.cienciavr.com

CONTACT
Gabriel Lázaro Mena
CEO y Cofounder
cienciavr@gmail.com

AWARDS
Most Innovative Project Award "Go2Work EOI" 2021

COMPANY REEL

C-AR-DIO

CLIENTS
Universities, hospitals, institutes, schools, training centres.

LOOKING FOR
End client and Funding

CienciaVR develops cultural resources in Augmented Reality to create spaces for disruptive learning in the streets through immersive interactive experiences. We create a network of virtual spaces through our app, where each entity provides the content it wants to expose in an original and unique way.

C H I A R A \\\

COMPANY
www.bechiara.com

[in] [O] [X]

CONTACT
Soraya del Portillo
CEO
soraya@bechiara.com

[in]

AWARDS
**Innovative SME 2018,
Innovative Start Up Award by
"La Nave", Seal of Excellence
"Certificate delivered by the
European Commission";
Innovative Start Up by
South Summit 2020, Finalist
NTT eWards 2022; Women
Entrepreneurship Referents in
Spain (Soraya del Portillo) 2021**

COMPANY REEL

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Chiara is the only Virtual Learning training that prepares to speak in public and improve oratory in real situations through to Virtual Reality and Artificial Intelligence.

1. The VR APP helps you to manage your nerves and stage fright before any presentation.
2. Chiara analyses the most important parameters of oral communication: Volume, intensity, intonation, pauses, silences, taglines and clarity.
3. Find out which areas you need to train and practice tricks that will allow you to dazzle in the presentation. We have different communication trainings: Chiara Master | Chiera Lite | Chiara Conference | Chiara Legal | Chiara University

ACTIVITIES
Development, Software, Consultancy

TECHNOLOGIES
**VR – Virtual Reality,
AI – Artificial Intelligence**

MAIN MARKET
Europe and LATAM

Chiara

CLIENTS
Corporate and business school

LOOKING FOR
Distributor, End client

Chiara is the only Virtual Learning training to learn how to speak in public and improve oratory in real situations, through to virtual reality and artificial intelligence

1. The VR APP helps you to manage your nerves and stage fright before any presentation.
2. Chiara analyses the most important parameters of oral communication: Volume, intensity, intonation, pauses, silences, taglines and clarity.
3. Find out which areas you need to train and practice tricks that will allow you to dazzle in the presentation.

CREATIVITIC
HUMANIZING TECHNOLOGY

COMPANY
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www.creativitic.es

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CEO
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AWARDS
Key Innovators by Innovation Radar (European Commission)

COMPANY REEL

CreativiTIC is an SME established in 2011 with locations in the Basque Country and La Rioja, Spain. We have extensive R&D experience in the FP7 Horizon 2020 and Erasmus+ EU programs. Our specialization lies in harnessing interactive technologies like Augmented, Mixed, and Virtual Reality, complemented by Artificial Intelligence, to enhance human development. Our motto is: "Humanizing Technologies". Our product lineup includes: MetAClass Studio: This is an educational platform utilizing Augmented and Virtual Reality. It empowers both students and teachers to create and share captivating, gamified AR & VR projects without the need for programming skills. Accelera skills: Digital Skills Accelerator dedicated to upskilling and reskilling individuals in digital competencies, we prepare learners for emerging professions of the future. Our focus areas include the design and development of advanced technologies such as Artificial Intelligence, Augmented Reality, Virtual Reality, Video Games, Metaverse, Web3, Blockchain, 3D Modeling, and Digital Manufacturing.

ACTIVITIES
Development, Design and Content Production, Software, Consultancy, Education (ONLY XR study programmes - Bussiness Schools and Universities)

MAIN MARKET
LAMAT and EU

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence
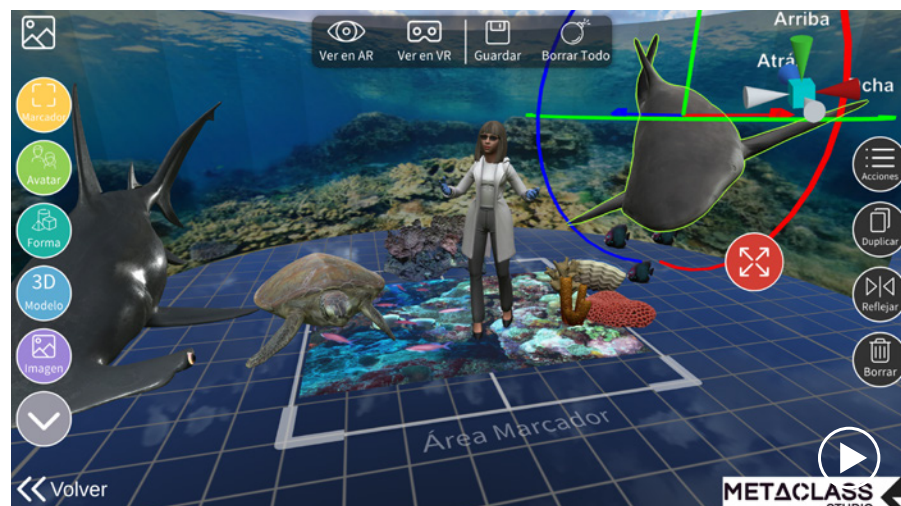
MetACLass Studio

CLIENTS
Schools, High Schools, Vocational Training Centers, Universities

LOOKING FOR
Distributor

MetAClass Studio is a user-friendly platform designed for crafting and exploring custom Augmented Reality (AR) educational experiences. With its NOcode approach, it is suitable for individuals of all ages and across any school subject. This platform heralds a revolutionary shift in educational environments by enabling users to seamlessly integrate Augmented and Virtual Reality technologies into their teaching concepts. What sets MetAClass Studio apart is its intuitive interface that requires no prior software development knowledge. Much like how PowerPoint simplifies presentation creation, MetAClass Studio empowers users to craft their own Augmented Reality narratives with just a few clicks.

crowtec

COMPANY
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www.crowtec.co

in

CONTACT
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in

AWARDS
Innovative SME by AENOR,
Award for Excellence of the
Madrid Social Economy for the
best Entrepreneurial Project
by ASALMA, Top 100 Startups
Santander X Global Award,
Pitch Competition Finalist
Startup Olé, Impulsa Vision
Acceleration Programme
RTVE, IBM Award at Global
Urban Datafest, First Award
Startup Programme Enterprise,
Challenge PwC Special Award,
Rafael del Pino Foundation
Award, Redemprendia Award V
Edition University Entrepreneur
Awards UCM, Best Final Year
Project by Sopra

CLIENTS
META and CNI (National
Intelligence Centre)

LOOKING FOR
Partners for development

We are a boutique, Madrid-based company that was launched by computer engineers. We develop unique solutions that bring together the real and virtual worlds. Using cutting-edge technology and agile approaches, we enjoy working with creative ideas and turning them into technological innovations.

ACTIVITIES
Development, Software, Consultancy

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Spain, USA, Germany

Defsense

DEFSENSE is an AI-driven synthetic training environment designed for emergency services, armed forces, and law enforcement. It's a versatile tool that enables the simulation of conflict scenarios in VR/AR/XR for training, monitoring, and affective analysis.

IBERCOVER
S T U D I O

COMPANY
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AWARDS
Helixa Innovation Awards.
Award for the Most Innovative
Tourist Product. XR Parks.
Regional Government of
Castilla-La Mancha

COMPANY REEL

Creates digital immersive experiences through Video Mapping, Virtual Reality, Augmented Reality and AV installations. We work with lighting and sound design, with images and technology.

ACTIVITIES
Development, Design and Content Production, Industrial Design, Producer, Events, Press and Divulgation, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Saudi Arabia, UK, Uruguay and Arab Emirates

Travel to old Arabia

CLIENTS
Board of Communities of
Castilla-La Mancha

LOOKING FOR
End client

Travel to the Old City of Riad and interact with the heritage elements of this culture. Welcome to the most awesome world of virtual reality. We can create any world you can image. Let's travel to any place and any time. Interact with every single object and character. Welcome to the next Virtual Reality.

INNOAREA
PROJECTS

Innoarea was born with the aim of bringing innovation to companies and promoting the brand's message through intelligent Extended Reality (XR) solutions and devices. We are always looking to improve processes, the connection of work teams and productivity in the industrial sector companies. We work hard to improve every day and to learn in order to adapt to the devices and latest technology. VR & AR developers, programmers and a marketing and design team formed by 3D artists, account executives, business development managers and social media managers.

COMPANY
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www.innoarea.com

CONTACT
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Business Development
Manager
rodrigo.nunes@innoarea.com

AWARDS
La Lluna 2021, APP and webs category

COMPANY REEL

ACTIVITIES
Development, Design and Content Production, Producer, Software, Events, Education (ONLY XR study programmes - Bussiness Schools and Universities), Health

MAIN MARKET
EMEA

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,...)

CONSTRUMADERA VR

CLIENTS
Labora Valencian Service of Employment and Training

LOOKING FOR
End client

The National Reference Centre for Wood and Cork Transformation and Installation, supported by the Ministry of Education and Vocational Training, has led the initiative to incorporate innovation through the virtual reality simulator, CONSTRUMADERA VR. This educational tool has arisen in response to the need to provide students of professional certificates and training cycles with an interactive and practical platform for acquiring fundamental skills in the assembly and installation of wooden structures.

isostopy

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hello@isostopy.com
www.isostopy.com

in

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hello@isostopy.com

in

AWARDS
Creative Business Cup Spain
2019 - Winner.
Creative Business Cup Global
2019 - Semifinalist.

COMPANY REEL

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Isostopy conceptualizes, designs, and produces immersive experiences for brands and companies. Virtual Reality, Mixed Reality, Augmented Reality, Web 3D solutions, they can create ad hoc applications for all kinds of sectors, with an emphasis on good design and tangible business results.Throughout the last few years, they have worked with companies such as Telefónica, Inditex, Banco Santander, and Coca-Cola. In 2019, they were highlighted as the most creative company in Spain after winning the Creative Bussiness Cup. Their projects include experiences in the industry and construction, but also the marketing and cultural sectors.

ACTIVITIES
Development, Design and
Content Production, Consultancy

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented
Reality, MR - Mixed Reality, Web XR

MAIN MARKET
Europe, USA and United Arab Emirates

ZaraTelling

CLIENTS
Zara

LOOKING FOR
End client

ZaraTelling is an innovative augmented reality app designed to enhance Zara's global employee onboarding experience. It transports users into a minimalist "Memory Forest," featuring historical totems. Interacting with these totems provides insights or teleports users to related environments, like their country's flagship store, with a welcoming CEO avatar. Users create personalized journey photos, sent via email. Combining AR, photogrammetry, avatar generation, and motion capture, ZaraTelling offers a powerful and scalable resource, already launched in Italy.

We are a technology company specialized in the training of healthcare professionals through immersive technology. We use Virtual Reality to create simulations of different healthcare procedures. Whatever the training is, we turn it into an intuitive, dynamic, complete and above all, enjoyable learning experience. Our goal: to facilitate the learning of today's healthcare professionals with the newest virtual technology.

COMPANY
info@kaukavr.com
www.kaukavr.com

CONTACT
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CEO
tanit@kaukavr.com

ACTIVITIES
Software, Education (ONLY XR study programmes - Bussiness Schools and Universities), Health

MAIN MARKET
Europe

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality

Healthcare training platform

CLIENTS
Healthcare training centers, Hospitals/Clinics, Other companies in the healthcare sector

LOOKING FOR
End client

KAUKA's platform offers a catalog of healthcare procedure simulators in a virtual environment where they can practice through our ""learning by doing"" method. The tool is managed by a supervisor from the Administration Panel so that users can connect remotely from the APP of their devices and access the contents previously disseminated by the instructor.

Functionalities:

User control and group management
Control over the content of the simulator catalog
Two modes of use: Formative and Evaluative
Collaborative training (Multi-user)
Customization of evaluation criteria
Recording of historical and statistical data of use.

Education and Training

COMPANY
info@ludusglobal.com
www.ludusglobal.com

CONTACT
Joana Epalza Markoartu
Operations Manager
operaciones@ludusglobal.com

AWARDS
Quality Innovation Award -
Innovación en empresa (pyme)
Accésit Digitalización e
Innovación - Premios Pyme
Bizkaia

COMPANY REEL

Ludus Global is the first European platform for realistic occupational health and safety training with Virtual Reality. One of Ludus' objectives is to help companies and trainers to create safe work environments. We offer them a tool to enhance and digitize their training, as well as collect data to make informed decisions. By paying a license, customers get unlimited access to contents of a constantly growing catalog. This democratizes access to VR. Employees experience realistic sensations while learning, maximizing awareness and retention. In risk prevention, this means reducing accidents and saving lives. With Ludus' simulations, the trainer places employees in front of workplace hazards without real risk. Workers complete protocols and can make mistakes or suffer virtual accidents. This makes them aware of how to avoid accidents in real life.

ACTIVITIES
Design and Content Production,
Software

TECHNOLOGIES
VR - Virtual Reality

MAIN MARKET
Spain, Mexico, Colombia, Chile, Rest of LATAM, Middle East
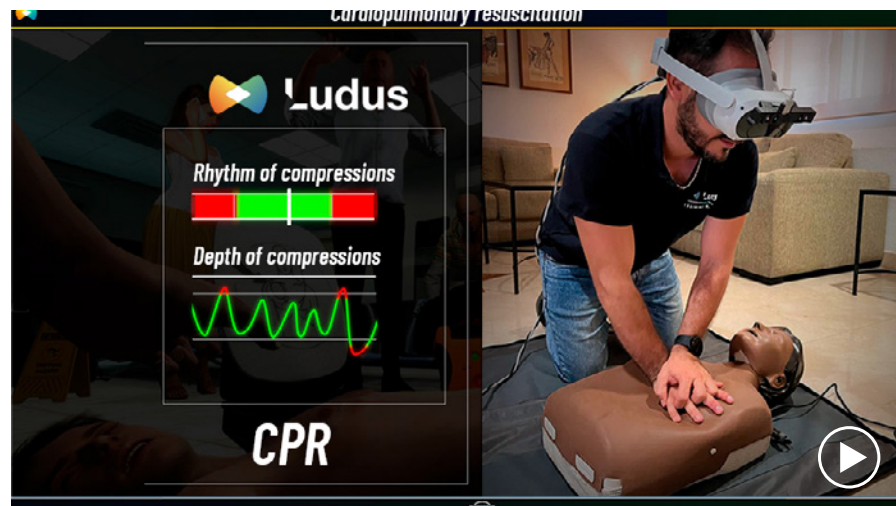
Ludus: CPR training with VR

LOOKING FOR
End client

CPR training was created by Ludus Global aimed at teaching cardiopulmonary resuscitation, improving the learning experience by using Virtual Reality and an interactive and sensor-equipped dummy. The simulation encompasses several realistic situations, both guided and autonomous, cementing the knowledge. Training combining virtual reality with an interactive dummy helps save lives.

REWOOX

COMPANY
jose.outon@rewoox.es
www.rewoox.es

CONTACT
José Outón Cauto
CEO
jose.outon@rewoox.es

COMPANY REEL

Rewoox is a company dedicated to the development of immersive experiences in AR, VR and MR, with extensive experience in developing customized solutions in immersive experiences. We have a Virtual Reality training platform to meet the training needs of companies, allowing workers to carry out practical training aimed at internalizing processes and continuous improvement. Rewoox VR Training Platform offers a solution to training and virtual training needs, also allowing training results to be stored for later analysis, allowing companies to obtain information about the performance of the training carried out.

ACTIVITIES
**Development, Software, Events, Education (ONLY XR study programmes - Bussiness Schools and Universities)**

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR

MAIN MARKET
Mexico, Spain and Germany

Rewoox VR Training

CLIENTS
Job Impulse, PRETTL, Solfium, Docensas, City of Dos Hermanas

LOOKING FOR
Funding

Training platform for companies and training companies, solving pre-company training (onboarding plan) and continuous employee training. Streamlining the internalization of processes and optimizing tasks. It has several learning modes (Assisted, semi-assisted and exam mode), allows selection of languages and select the industry course that the company needs.

COMPANY
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www.virtualdor.com

CONTACT
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CEO
virtualdor@gmail.com

COMPANY REEL

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Virtual Dor is a spin-off of the University of Almeria specialized in the creation of educational video games. The company is made up of professors of Computer Science, Mathematics and Psychology from the university and has so far developed several 3D Simulation and Virtual Reality software programs, with the aim of learning mathematics (both with students and disabled people), assessing and detecting bullying and addictions in adolescents, reducing social stigma towards people with mental illnesses, etc.

ACTIVITIES
Development, Software, Education (ONLY XR study programmes - Bussiness Schools and Universities)

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality

MAIN MARKET
Worlwide
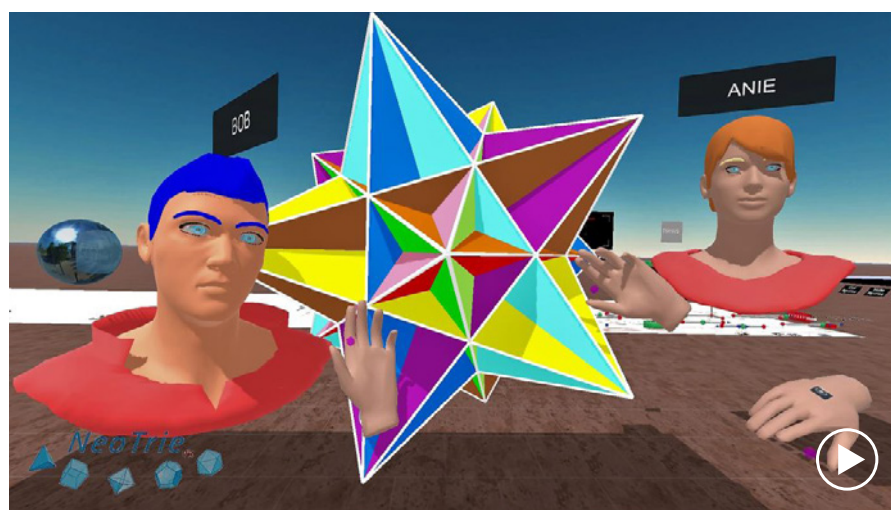
NeoTrie VR

CLIENTS
Educational centers

LOOKING FOR
Distributor

NeoTrie VR is a multiplayer Virtual Reality software, which allows the user to create, manipulate and interact with geometric objects and 3D models in general, of different types. The software allows teachers to create their own VR activities directely on the VR scene, and share them in the web comunity of Neotrie.
https://www2.ual.es/neotrie

Education and Training

VISYON

COMPANY
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www.visyon360.com

in

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in

AWARDS
The Webby Awards, Cannes Lions, awwwards, The Lovie Awards, FWA, InmersivaXR

COMPANY REEL

▶

VISYON creates immersive experiences (VR, AR, MR, video mapping,...) that connect brands and companies with people through meaningful and breakthrough virtual content. We explore new realities using cutting-edge technology and creativity.

ACTIVITIES
Development, Design and Content Production, Producer, Software, Consultancy, Events, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Blockchain, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Mediapro has 53 offices arround world (31 countries)

The Deep - ADIBS (Abu Dhabi International Boat Show)

CLIENTS
ADIBS, IE (Instituto de Empresa), ESADE, UPC, University College London, University of Texas, GBP

LOOKING FOR
End client

Whether you're ocean-curious or a veteran diver this VR experience puts you face to face with the different layers underwater world. Using stunning visuals, this underwater VR experience showcases marine encounters certified divers spend lifetimes chasing. Experience an encounter with a Great White, coral reefs and shipwrecks that have only been seen by skilled divers...until now!

AAA Games Studios is an international VR/AR/XR company based in Madrid, Spain. Using propietary technology- Golf 5 - we develop impactful golf experiences that enable fans around the world to learn, practice and compete authentic golf in the metaverse and in a hybrid, enriched golf experience.

ACTIVITIES
Development, Design and Content Production, Software, Events

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence

MAIN MARKET
USA, UK, Canada, Dubai, Japan, China and South Korea

COMPANY
javierm@aaagamestudios.com
www.aaagamestudios.com

CONTACT
Javier Moreno Medina
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Golf 5

CLIENTS
Meta Quest, Pico, Steam

LOOKING FOR
Partners for development

Golf 5 is an authentic immersive golf experience. It is available in different VR Platforms (Quest, Pico, Steam). You can learn and improve your real golf with this app. You can train and compete in different golf courses, including St.Andrews Old Course or The Open Courses. You can also play with games in multiplayer mode. Driving Range, Putting Green or 18 holes golf courses like in your real Golf Club.

BeFootball is the technology company that designs, produces, and markets immersive products tailored to the football industry, providing athletes and fans with high-value experiences through the fusion of emotions and technology.
We are creating a new category in the football industry.

ACTIVITIES
Development, Software

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence, Blockchain, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
USA, Mexico, Qatar, Emirates, UK, Canada and South Korea

COMPANY
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www.befootball.world

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in

BeFootball Immersive Universe

CLIENTS
Football Clubs/Federations, Brands and international users

LOOKING FOR
Funding

Development and growth of the BeFootball Immersive Universe. Based on 3 verticals:

a. Enjoy (Entertainment and gaming)
b. PLAY (creation of a new virtual sport based on soccer)
c. Train (personalized academy for invisible training for soccer players)

DARKCURRY

COMPANY
info@darkcurry.com
www.darkcurry.com

CONTACT
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Co-CEO & Development Director
dani@darkcurry.com

Dark Curry is a video game company known for its success in mobile gaming, with hits like Final Kick (30+ million downloads) and Fight Legends. Expanding into the world of virtual reality, they offer immersive experiences through titles like Final Soccer and the recent Steam release, Undead Citadel, soon in Quest 2/3 and PSVR2. Final Soccer provides an immersive soccer experience, and the newly launched Undead Citadel promises thrilling adventures against undead hordes. Dark Curry's commitment to innovation and exceptional gaming experiences solidifies their presence in both the mobile and VR gaming sectors.

ACTIVITIES
Development, Software

TECHNOLOGIES
VR - Virtual Reality, MR - Mixed Reality

Undead Citadel

LOOKING FOR
Funding

Exclusive for VR, UNDEAD CITADEL immerses you in an adventure where you'll face hundreds of undead in adrenaline-filled mass battles. Cut, stab, crush, shoot, or dismember with your own hands – anything goes to reach the depths of the accursed citadel.

ESTUDIO FUTURE

COMPANY
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CONTACT
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AWARDS
International EMMY Nomination for Best Original interactive Content. Take back the mic VR&Los Angeles, Unity Vision Summit (Best 12 VR companies worldwide). Los Angeles - Best VR Content in Spanish, The Giant Geode VR, Madrid - SIGGRAPH Official Selection, Summer Camp, Los Angeles - SIGGRAPH Official Selection. VIVO technology. Vancouver - Virtual Days XR Base investors nomi-nee. Amsterdam - VR Beyond Prize winner. Burj Khalifa Contest . Dubai - VIFF selection. The truth about Alice. Vancouver

COMPANY REEL
▶

Estudio Future is a leading VR production company focused on pushing the boundaries of Virtual Reality, Mixed Reality and Augmented Reality for entertainment, education and training. We are an awarded immersive content studio with a passion for innovation and interactive storytelling. The company was founded in 2014 in Madrid, Spain by a team of computer graphics experts with a shared vision to apply real-time CGI and gaming technologies to new markets. With a deep technical background of more than 15 years working with 3D graphics, the quality of our work has allowed us to work with the leading companies in VR. Our dynamic in-house team walks clients through every single facet of the production pipeline. From artistic direction to scripting, to character development, sound, FX and more, we are about immersive design and full cycle development that will leave you absolutely stunned.

ACTIVITIES
Development, Design and content production, Consultancy

MAIN MARKET
Worldwide

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, AI – Artificial Intelligence

The Truth about Alice

LOOKING FOR
Funding and investors

Imagine a game that combines the immersive and emotional storytelling of a psychological thriller, the action of a survival game, and the mind-bending mysteries of classic sci-fi. With death as a mechanic, evolving narrative, and a world where everything is not as it seems, this game will keep you on the edge of your seat for hours. Interact with unique characters that react dynamically to your decisions and get ready to experience a gripping adventure that will challenge your skills, test your survival instincts, and keep you guessing until the very end.

Gaming and E-Sports

FEATLANDER

Featlander vr studio is a Virtual Reality studio with focus mainly on Vitual Reality video games based on Unreal Engine for players, and incidentally immersive interactive narrative experiences oriented to B2B. Currently with the support of Polo de Contenidos Digitales de Málaga, we are working on "Djinniya's Lamp": An adventure and puzzle video game in virtual reality.
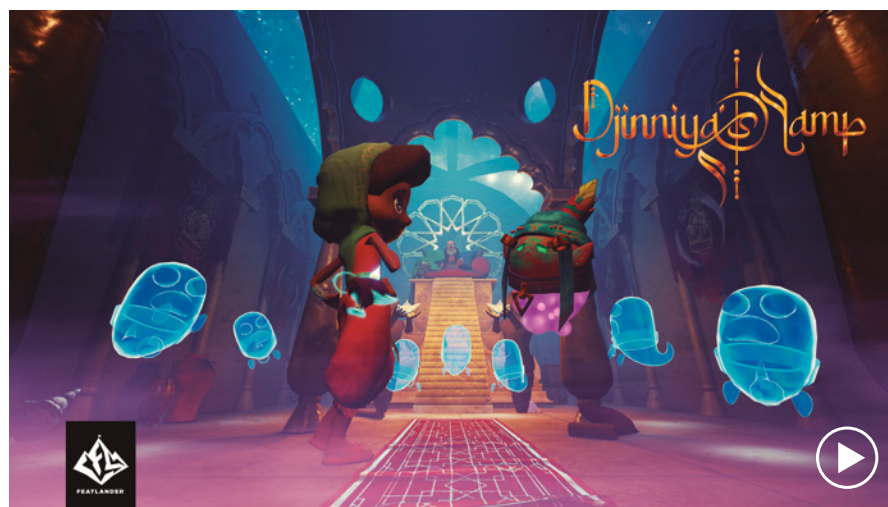
COMPANY
www.featlander.com

CONTACT
Manuel García De Andrés
CEO
featlander@gmail.com

AWARDS
Best Art Award at Learn; Dev 2º edition, Best project on G2W 7º edition.

ACTIVITIES
Development, Design and content production, Producer, Software, Consultancy

MAIN MARKET
United Arab Emirates and USA

TECHNOLOGIES
VR – Virtual Reality

Djinniya´s Lamp

CLIENTS
Virtual Reality gamers

LOOKING FOR
Funding

Djinniya´s Lamp is a VR adventure set in an ancient magic tale:

* Discover the Curse of the Night, its mysteries and puzzles with the help from a small djinn trapped with Djinniya inside the deep end of a magical-lamps-matrioska.
* Meet the forgotten mad kings, the cursed servants and the treacherous djinns! Find out what they wish from you.
* Escape! Use wisely all your wits, wishes and the magic of the lamps to your advantage before you become a Djinn!

Gaming and E-Sports

IVANOVICH
G A M E S

COMPANY
ivan@ivanovichgames.com
www.ivanovichgames.com

CONTACT
Iván Cascales Del Olmo
Founder
ivan@ivanovichgames.com

COMPANY REEL

We're a Barcelona-based video game developing and publishing company with more than a decade of experience, and a special focus on Virtual Reality games.

ACTIVITIES
Development, Design and content production

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality

MAIN MARKET
USA, UK, Germany, Canada, China, Australia and Japan

Echo Wars - Road Rage

CLIENTS
Ivanovich Games SL

LOOKING FOR
End Client

Echo Wars is a Virtual Reality shooter that can optionally be played in cooperative multiplayer, where players take on the role of the Echo brothers and relive their adventures aboard a futuristic combat buggy.

Out of the Blue is an independent game development studio based in Madrid, Spain. Composed of industry veterans, the studio's purpose is to develop puzzle and narrative adventures with quality, attention to detail, lively stories, and worlds that resonate with players. After releasing its debut title - the BAFTA-nominated Call of the Sea - and its VR version, Call of the Sea VR on Meta Quest. On November 15, 2023, they released their second PC game, American Arcadia.

COMPANY
info@outbluegames.com
www.outbluegames.com

ACTIVITIES
Development

TECHNOLOGIES
VR - Virtual Reality

CONTACT
Tatiana Delgado
Co-founder & Creative Director
tatiana.delgado@
outbluegames.com

AWARDS
Raindance Immersive Nominee (2022), VRAwards Game of the Year Nominee (2023)

COMPANY REEL

Call Of The Sea VR

CLIENTS
Meta

LOOKING FOR
Distributor

Call of the Sea VR is the virtual reality version of the BAFTA-nominated debut from Out of the Blue Games. A narrative puzzle adventure where you play as Norah, a woman on the trail of her missing husband's expedition, in the 1930s. The search takes place on a strange but beautiful island in the South Pacific, filled with secrets waiting to be unearthed. It is an otherworldly tale of mystery and love. Call of the Sea VR was released for the Meta Quest on April 13th, 2023 featuring full voice-over in English, French, and Spanish.

Gaming and E-Sports

OWO

COMPANY
hola@owogame.com
www.owogame.com

CONTACT
Antonio Greppi
CMO
agreppi@owogame.com

AWARDS
Innovation Awards Honoree CES 2022 for OWO Skin. Winners of the Caixabank. EmprendeXXI award. Winners of the Meta Entertainment World (MEWS) awards. Innovation Awards Honoree CES 2022 for OWO Sleeves. European Metaverse Awards 2023 winners

COMPANY REEL

▶

Created in 2019, OWO is a global leader in the new generation haptic sector thanks to its patented system composed of My OWO App, OWO Skin and its Sensation Technology. Through real physical sensations, OWO's professionals encourage change and evolution in new fields such as Entertainment, Gaming, Metaverse, Smart Cities and Health, among others. OWO's wireless system is designed to be used in single or multiplayer and is compatible with all platforms: mobile, tablet, console, PC and VR. With this cutting-edge technology, OWO adds the sense of touch to the virtual world. More than seeing, more than hearing, #FeelTheGame.

ACTIVITIES
Software, Hardware

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
USA, Canada, Europe, Asia in 2023.
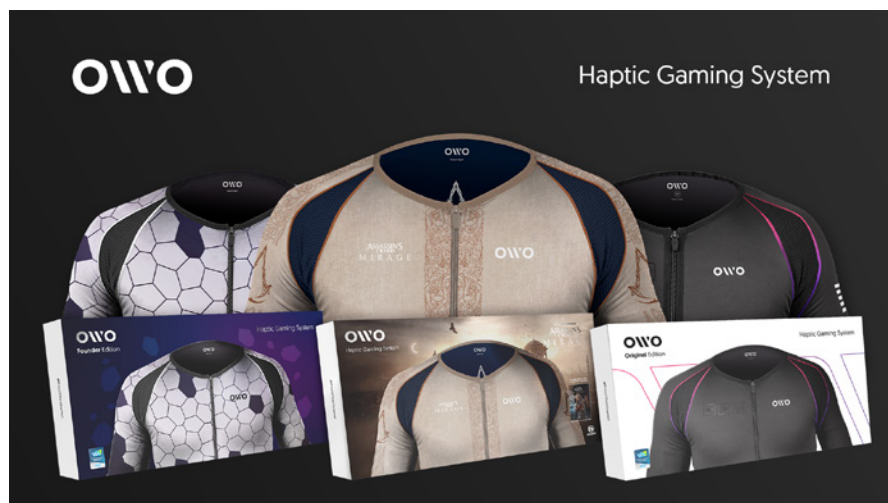
OWO Haptic Gaming System

LOOKING FOR
Funding

OWO has developed and patented a haptic system for you to feel video games, watch movies or interact in the metaverse. It is unique because we can create infinite different sensations thanks to our Sensations Technology. Feel in the virtual world: impacts, interactions with the environment, experiences and alerts. Physically feel the wind, a ball, a gunshot or a dagger wound. The system is compatible with all platforms. OWO's mission is to turn the virtual world into reality.

Pixeldreams is a communication agency specialized in the application of 3D technology in the fields of communication and digital marketing. We specialize in the implementation of virtual reality technology, augmented reality, 3D animation, and the creation of computer applications focused on remote virtualization of content and services. Our activity began in 2001 and we have carried out projects for companies such as Amazon, Seat, La Caixa Foundation, FCB, La Liga, Novartis or Grifols, among others.

COMPANY
a.fuentes@pixeldreams.info
www.pixeldreams.info

CONTACT
Alex Mas
CEO
alex@pixeldreams.info

COMPANY REEL

ACTIVITIES
Development, Design and Content Production, Software, Events, Education (ONLY XR study programmes - Bussiness Schools and Universities)

MAIN MARKET
Spain

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR

Bugaboo Butterfly Experience

CLIENTS
Bugaboo

LOOKING FOR
End client

At Pixel Dreams we have had the opportunity to develop a virtual reality experience to promote the new Bugaboo Butterfly urban stroller. A simulation in 360-degree racing game format, in which the stroller and the player are the protagonists. An immersive adventure designed for all participants of the promotional event currently taking place at El Corte Inglés.

Gaming and E-Sports

QUASAR DYNAMICS

COMPANY
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www.quasardynamics.com

[in] [instagram]

CONTACT
Javier Ortizá Palomares
CEO
jortiza@quasardynamics.com

[in]

AWARDS
Indie Games Málaga 2021

Quasar Dynamics is a Valencia-based consultancy that specializes in innovative services. We leverage technology in order to bridge companies with pioneering technological solutions. Our role goes beyond education; we are dedicated guides, assisting in skillfully navigating and overcoming the complexities faced on the path to digital transformation. We're looking to share our know-how to potential clients and partners eager to delve into groundbreaking solutions, empowering them to master more complex challenges. We offer a wide range of services in regards to open innovation: Virtual Reality, Augmented Reality, Immersive Reality, Mixed Reality, Video 360º and advanced 3D technologies. Our goal is to transform the seemingly impossible into reality, bringing you to the forefront of new digital experiences.

ACTIVITIES
Development, Design and Content Production, Producer, Software, Consultancy

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence

OVRDARK

CLIENTS
Nox Noctis

LOOKING FOR
End client

"OVRDARK," the thrilling sequel of "DO NOT OPEN", revolutionizes virtual reality gaming with its intensified horrors in the eerie Burkittsville mansion. Players embody George Foster, who delves into a nightmarish world where his former companion, Mike Goreng, emerges as a dangerous enemy. This enveloping adventure is riddled with danger, showcasing intimidating chambers and complex puzzles. The game relentlessly tests your resolve, urging you to unravel sinister mysteries and endure an atmosphere charged with tension at every shadowy turn and whisper.

RACCOON

COMPANY
jorge.gutierrez@
raccoongamestudio.com
www.raccoongamestudio.com

CONTACT
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CEO
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raccoongamestudio.com

AWARDS
Finalist PlayStation Talents
Awards

COMPANY REEL

Raccoon Game Studio, a renowned studio, has specialized in creating mystery games in Virtual Reality and Mixed Reality. In their title, Shadows on the Walls, players will take on the roles of protagonists, immersing themselves in enigmatic environments where exploration and puzzle-solving are crucial to advancing the storyline. The combination of immersive storytelling and interactive mechanics creates unique and thrilling experiences. The studio has been recognized for its commitment to quality and innovation in the field of Virtual and Mixed Reality, offering players the opportunity to delve into mysterious worlds and uncover secrets while fully immersed in the action.

ACTIVITIES
Development

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality

MAIN MARKET
Worldwide

Shadows on the Walls

CLIENTS
Worldwide

LOOKING FOR
Funding

Shadows on the Walls is an immersive VR game of psychological horror, exploration and puzzles that takes place in the Crystal Palace Museum of London. Put yourself in the shoes of a security guard in charge of watching the new and mysterious exhibit of the museum known as the "Cursed Loot"

Resistance Studio

COMPANY
info@resistancestudio.com
www.resistancestudio.com

CONTACT
Ester Sánchez
Founder
ester@resistancestudio.com

AWARDS
Pushy and Pully in Blockland: 1st Place Indie Expo Award, Audience Choice. Devcom 2019. Runner-up Best Kid and Family Game at Indie Prize Europe Casual Connect Europe 2019 Top 100 Best Indie Game 2019 at IndieDB. IndieDB Awards 2019 Selected for Superfestival Exhibition 2022 1st Plaze Audience Choice, Madrid Otaku,2023. Fix it Fast! Winner pitching contest at the European Games Night, DevCom/Gamescom, 2023. Selected for Indie Prize Malaga, 2023

LOOKING FOR
Funding

Independent Game Studio based in Madrid, Spain. We create fun arcade games that are easy to play but hard to master, with visuals appealing to gamers of any age. In 2020 we released Pushy and Pully in Blockland on Switch, Steam, PS4, Xbox One and PSVita. Now working on a humorous VR title called Fix it Fast!, planned to release on 2025. We also offer porting and publishing services to other studios.

ACTIVITIES
Development, Software, Consultancy

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality

Fix it Fast!

Fix it Fast! is a humorous simulator VR game where you have to do house repairs. There is only a limited time before the inspector comes to check, so you have to be fast fixing any problems that you encounter. You can use any tools you find around the house, and maybe a quick-and-dirty fix is better than a proper one due to the time constraints. Anything to pass the inspection! But will your fixes hold up long enough?

Sons of a Bit is a tech startup specialized on video game development and multimedia interactive applications, making use of such cutting-edge technologies as Augmented Reality (AR), Mixed Reality (MR) and Virtual Reality (VR). Founded in 2013 by the brothers Eduardo and Alberto Saldaña, nowadays it has a multidisciplinary team formed by computer engineers, developers, artists, designers and researchers. Combining software development and audiovisual content creation, Sons of a Bit provides unique sensations capable of bringing users to truly unforgettable interactive experiences.

COMPANY
info@sonsofabit.com
www.kluest.com

CONTACT
Alberto Saldaña Navedo
CEO
asn@sonsofabit.com

AWARDS
KLUEST: Winner of the international Hackathon 'Telos Spark EVM 2022; Winner of Celo's international 'Creator Economy Award

ACTIVITIES
Development, Design and Content Production

TECHNOLOGIES
AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence, Blockchain

Kluest

LOOKING FOR
Funding

We built a digital entertainment platform that allows millions of people to come together to play, create and learn while exploring the boundary between the real and the virtual through the latest technology.

Gaming and E-Sports

VANOVA

COMPANY
www.vanova.tv

CONTACT
**María Burgués
Co-Director
hello@vanova.tv**

AWARDS
**Winning project at Next Lab
Workshop 2022. Winner of the
Stereopsia Booster Prize at
MIFA Pitches 2023. Winner of
the Impulse | Content Prize at
Stereopsia Europe 2023**

VANOVA is an independent creative studio and audiovisual production company based in Barcelona, and focused on developing and producing art-house audiovisual content. VANOVA is an incubator of original IPs merging diverse formats and genres, and aimed at multiple types of audiences. VANOVA is currently developing the prize winning project "Lumen", a VR cinematic game awarded at the following relevant events: Next Lab Workshop 2022, MIFA Pitches 2023, and Stereopsia Europe 2023. Among its other projects, VANOVA is pre-producing the animated short film "IBIS" (Best Short Film Project at the CEE Animation Forum) while it is also distributing its first original production: the VR experimental short film "Children of Matter'', premiered at Sónar+D.

ACTIVITIES
**Development, Design and Content
Production, Producer**

MAIN MARKET
Europe

TECHNOLOGIES
**VR – Virtual Reality, AI - Artificial
Intelligence, Videomapping**

Lumen

LOOKING FOR
**Publisher, Distributor, Investor,
Coproducer, VR Expert,
Merchandising**

Lumen, a small luminous Animus, wakes up in an arid and hostile land. Lost and unprotected, he soon discovers various signs in the nature around him that show him the way and help him to survive. One day, touching one of the signs that guide him, Lumen experiences a revelatory vision that provokes an intense desire to discover its meaning. To achieve his mission, Lumen continues on a journey meeting other beings like himself, with whom he has many adventures until he finds his path.

Healthcare and Wellbeing

![Aumenta Solutions logo]

COMPANY
www.aumentasolutions.com

CONTACT
Pere Roset
pere@aumentasolutions.com

AWARDS
American Advertising Awards

COMPANY REEL

Aumenta Solutions provides Augmented and Virtual Reality applications to industry, e-health engineering and architecture professionals increasing productivity and efficiency in key business processes. Aumenta Solutions has a team of professional and highly qualified technology partners who offer the best Augmented or Virtual Reality solution for your business.

ACTIVITIES
Development, Design and content production, Software, Education (ONLY XR study programmes -Bussiness Schools and Universities)

MAIN MARKET
USA, Germany, Ecuador

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, Others (Videomapping, Holograms, Photogrammetry, IoT…)

Brain's Metaverse

CLIENTS
Cluster de Salut Mental de Catalunya/Smartechh

LOOKING FOR
Funding

Development of a VR inmersive experience for claustrophoby getting data of the patient's interaction with a virtual elevator and sincronized with their body biometric signals (SO2, hearth rate frequency, breathing). All of this data is sent to an AI to create new ways to study further treatment forn ansiety.

COMPANY
info@cellams.com
www.cellams.com

CONTACT
José Ángel D'Amico Bravo
International Manager
damico@cellams.com

AWARDS
La Caixa Entrepreneurs, MIT
Entrepreneurs <35, Neotec,
Ashoka-Boehringer

COMPANY REEL

Cella Medical Solutions is a world reference in customised 3D technology solutions for complex surgeries. Our main activities are Research in Surgical Planning, Simulation & Surgical Teaching, Research in Surgical Guidance among others.

ACTIVITIES
Development, Software, Education (ONLY XR study programmes - Bussiness Schools and Universities), Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, AI - Artificial Intelligence, Robotics

MAIN MARKET
Europe, America and Middle East

3D Surgical Planning Virtual & Printed Models

CLIENTS
Surgeons

LOOKING FOR
Distributor

We work to provide the best 3D modelling service of the patient's anatomy, offering 3D printed models and virtual models that incorporate specific functionalities and surgical simulation tools for complex surgeries. The models are created from the patient's image diagnosis (MRI, CT, PET or combination of these) by specialised imaging technicians and radiologists, applying advanced medical image processing methods.

Healthcare and Wellbeing

exrciser

COMPANY
exrciser-info@exrciser.com
www.exrciser.com

CONTACT
Roger Serra
Artistic and Operations
Coordinator
rserra@exrciser.com

eXRciser is a company developing a dynamic and open XR platform that, through immersive, gamified, and measured sports training, contributes to improving physical wellness and, through it, people's health and mind care. The company started its activity 6 years ago as an advanced technology fitness equipment distributor, which included sensorization, connectivity, gamification, and international competitions, to improve user experience and gain adhesion for physical maintenance. This fitness activity/exposure and the constant concern for bringing cutting-edge technologies generated the motivational background to start this new project for bringing XR technology to this fitness world.

ACTIVITIES
Development, Design and Content Production, Software, Health

MAIN MARKET
Europe and USA

TECHNOLOGIES
VR - Virtual Reality, MR - Mixed Reality, AI - Artificial Intelligence

eXRcise

LOOKING FOR
End client

An app designed to make your exercise routine fun, with workouts designed by professionals that take full advantage of VR technologies. You will find a wide variety of workouts. Train according to your goals. Get statistics on your performance. Choose your favorite scenario for an immersive experience. Train against yourself with our challenge mode. Workouts created by professional trainers with guidance throughout the exercise, and gym classes train as if you were in a fitness class from any location.

Healthcare and Wellbeing

Healthcare and Wellbeing

![INNOAREA PROJECTS logo]

Innoarea was born with the aim of bringing innovation to companies and promoting the brand's message through intelligent Extended Reality (XR) solutions and devices. We are always looking to improve processes, the connection of work teams and productivity in the industrial sector companies. We work hard to improve every day and to learn in order to adapt to the devices and latest technology. VR & AR developers, programmers and a marketing and design team formed by 3D artists, account executives, business development managers and social media managers.

COMPANY
info@innoarea.com
www.innoarea.com

CONTACT
Rodrigo Nunes
Business Development
Manager
rodrigo.nunes@innoarea.com

AWARDS
La Lluna 2021, APP and webs category

COMPANY REEL

ACTIVITIES
Development, Design and Content Production, Producer, Software, Events, Education (ONLY XR study programmes - Bussiness Schools and Universities), Health

MAIN MARKET
EMEA

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,...)

AUTOPSIES VR

CLIENTS
anatomiapatologiavirtual.es

LOOKING FOR
End client

Virtual reality autopsy application designed for Meta Quest goggles. With hand tracking for a command-free experience, it offers eight structured modules, precise instructions and error detection. The detailed study includes the determination of the spatial environment and dimensions of objects and organs, integrating front-end systems to control the progress of the students. The AR/VR simulations are designed after a thorough analysis of the operability of the technical laboratory equipment and instrumentation.

Healthcare and Wellbeing

COMPANY
imagine@immersiveoasis.io
www.immersiveoasis.io

CONTACT
Gabriel Cerra
CEO
gabriel@immersiveoasis.io

COMPANY REEL

Immersive Oasis (IO) is a company based in Asturias that offers its clients the best possible technologies. Focusing on immersive content and through extended reality, IO is helping people in healthcare training and pa?ent therapies. Also working with marke?ng teams of pharma labs, medical equipment and in the tourism market. We use immersive technologies to improve processes for training, marketing or even healthcare therapies.

ACTIVITIES
Development, Design and Content Production, Software, Consultancy, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality

MAIN MARKET
LATAM and Europe

Immersive Technologies

CLIENTS
Daiichi Sankyo, Bayer, Astrazeneca, Sanofi, among others

LOOKING FOR
End client

Use consumer ready VR/AR technologies to improve people's lives. With our technologies, we have created the possibility to create trainings for any market just in a few weeks, new ways to engage with your customers in virtual showrooms, or digital therapies to complement the usual pa?ent consulta?on. We have already helped over a thousand people around the world.

Healthcare and Wellbeing

odders

COMPANY
info@odderslab.com
www.odderslab.com

CONTACT
Jaime Pichardo García
Chief Business Officer (CBO)
jaimepichardo@odderslab.com

COMPANY REEL

Odders Lab is an innovative development team passionate about XR and new technologies. Our team started working together in 2014 with IoT technology for e-health projects. In 2019 we jumped into the VR world and now we have 3 successful games in a competitive and technologically advanced sector. We keep growing and learning every day to make the best VR / XR experiences of the market.

ACTIVITIES
Development, Design
and content production

MAIN MARKET
USA

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented
Reality, MR – Mixed Reality

Les Mills Bodycombat

CLIENTS
Meta Quest, PICO

LOOKING FOR
Partners for development

We're on a mission to create a fitter planet. Join us. Work out at home with a premium fitness app. LES MILLS, the world's leading fitness company, brings the BODYCOMBAT experience to your VR headset with an extensive workout portfolio, top-quality coaching, innovative mechanics, and different intensities.

Healthcare and Wellbeing

Oroi is a virtual reality channel designed to produce emotional wellbeing and train the cognitive functions in elderly people. We created Oroi to give our elderly the opportunity to have exciting experiences outside their homes based on virtual reality. Virtual experiences like visiting villages and cities, natural spaces and castles, cycling in the mountains or boating on a lake. And all combining entertainment and cognitive stimulation.

COMPANY
info@oroi.eu
www.oroi.info

CONTACT
Jorge Maylin
Ceo & Founder
jorge@oroi.eu

COMPANY REEL

ACTIVITIES
Development, Software

TECHNOLOGIES
VR - Virtual Reality

MAIN MARKET
Spain, France, USA, UK and Australia

Oroi

CLIENTS
More than 500 care homes, day care centers or homecare and telecare service companies.

LOOKING FOR
End client

Oroi is a virtual reality platform designed to generate emotional wellbeing and train the cognitive functions among the elderly population. The platform consists of virtual experiences like visiting villages and cities, natural spaces and castles, cycling in the mountains or boating on a lake. There are also simulations of daily life situations like shopping in a market or many other home acivities, for a higher transfer of the training to daily life. All of this combining entertainment and cognitive stimulation in a fun and engaging approach.

Healthcare and Wellbeing

SNGULAR

COMPANY
www.sngular.com

[in] [X]

CONTACT
Fernando De Rada
Director
fernando.derada@sngular.com

[in]

AWARDS
Best XL Pavillion at the Dubai Expo 2020 ; "Architecture and Landscape" and"Best Innovation that Drives Mobility award", given by "The UAE Innovates Awards"; Unity Awards for the game "Skull Legends" (2013), "World Rally Championship", Best video game coin-op in Europe (coin-op fair of Frankfurt) (1994), "DrawPets", Best Android video game "AppDate Awards 2012", given by Samsung, "DrawPets", Dr. Blue Laboratory", best innovative video game (Microsoft AppCampus Funding Project, 2014).

Sngular Studios emerges from the technical and creative diversity of Sngular's innovative ecosystem, as a consequence to the market challenges in specific areas such as gamification, visual design, mixed realities or experiential marketing. We are leaders and visionaries in the creation of multimedia and interactive visual experiences, and we always do it by enjoying the journey. A perfect balance between artistic quality and technological capabilities. We work in four different business sectors: VR/MR/AR in the industry, Museums, Video Games and Experiential Marketing.

ACTIVITIES
Development, Design and content production, Software, Consultancy

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, AI – Artificial Intelligence, Blockchain, Others (Videomapping, Holograms, Photogrammetry, IoT…)

MAIN MARKET
Saudi Arabia, United Arab Emirates and USA

Pediatric Cardiology with MR

CLIENTS
IBIS, Institute of Biomedicine and University of Seville

LOOKING FOR
End Client

Development of an application for Hololens 2 that serves as an interactive virtual holographic reference of the full-scale heart for preoperative procedures. The solution allows the surgeon to observe, move, adjust and interact in real time with the 3d model using Hololens2, which will serve as an orientation guide before and during the operation.

Healthcare and Wellbeing

SPIKA TECH ™

COMPANY
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www.spikatech.com

CONTACT
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CEO
cristinaz@spikatech.com

AWARDS
QIA (Quality Innovation Award) 2022, in the Potential Innovation category at both National (Spain) and International levels; Health to Market Award (more than 3 years category) by EIT Health and FPCM, 2023; Women Entrepreneurs 2021 Award; Oracle Technology Challenge Award for Startups 2021

COMPANY REEL
▶

Founded in 2015 by Cristina Zúñiga in Madrid, SpikaTech is a female-led enterprise. The company developed VRCARDIO, a pioneering technology that offers holographic, non-invasive visualization to measure the heart's electrical signals. This innovation aims to enhance diagnosis and prevention of cardiovascular diseases, which claim millions of lives annually. Given the limitations of current technologies, VR-CARDIO, presents a significant advancement in fighting arrhythmia.

ACTIVITIES
Development, Software, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, AI - Artificial Intelligence
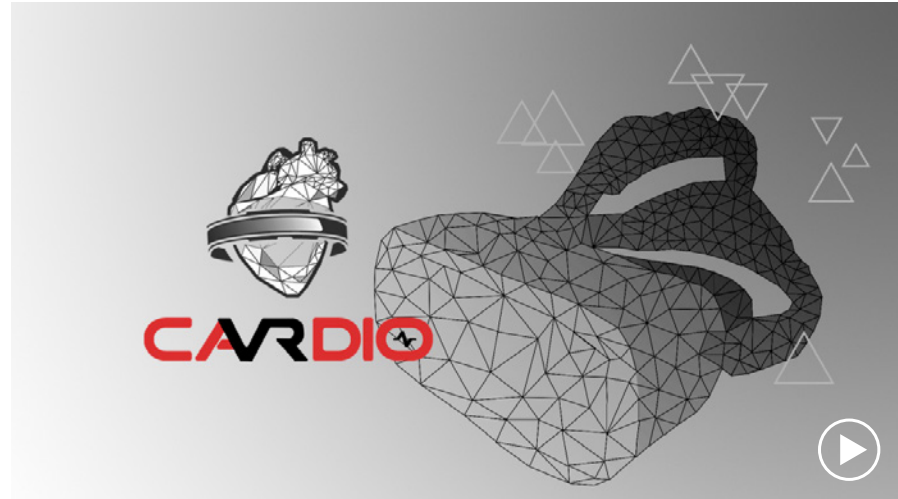
VR-Cardio

CLIENTS
Clinical cardiac electrophysiologists

LOOKING FOR
Funding

VR-CARDIO is a pioneering, disruptive, and cost-effective solution that integrates non-invasive technology for capturing cardiac signals creating a 3D-360º Stereoscopic and Holographic visualization . VR-CARDIO employs SOTA techniques in Geometric Analysis, ECG Signal Processing, Machine Learning and textile sensor technology. This results in a customized electroanatomical map of the heart designed for monitoring and diagnosing arrhythmias, thereby transforming the landscape of arrhythmia care.

Techer Team, SL is a consulting and XR software company. We are based in Valencia and want to retain talent here. Techer Team has experience and international recognition, with a flexible and highly qualified team with more than 25 years of experience working in the latest 3D graphic technologies. Our slogan is "Where reality can't reach". And in this case, we take doctors where reality can't reach: inside the digital organ of the patient to be operated in the surgical theater. This helps to reduce the risk of complex interventions with our Visuamed simulator.

COMPANY
info@techerteam.com
www.techerteam.com

CONTACT
Helena Ortiz
Co-founder.
Business development
hortiz@techerteam.com

AWARDS
2021: US Select, 2022: Top 100 European Startup. Healthcare, 2023: Lanzadera.

ACTIVITIES
Development, Design and Content Production, Software, Consultancy, Events, Press and Divulgation, Education (ONLY XR study programmes - Bussiness Schools and Universities), Health

MAIN MARKET
Germany, Argentina, Dominican and Miami

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence

Visuamed

CLIENTS
Abbott, Palex, Epycardio and public and private hospitals

LOOKING FOR
Distributor

VISUAMED is an online platform, which offers a VR tool for diagnosis, complex surgical planning and medical training. It is an IMMERSIVE and INTERACTIVE DIGITALISED ORGAN SIMULATOR (digital twin of the patient). Users only need the Quest 2 VR device (costs only 350€), to enter a VIRTUAL SPACE where doctors will find ALL THE NEEDED INFORMATION FOR INTERVENTIONAL PLANNING. Our solution has been cocreated with prestigious doctors, and tested by more tan 80 surgeons and interventionists of over 30 hospitals.

Healthcare and Wellbeing

VRI

COMPANY
desteban.ferrer@vri.cat
www.vri.cat

CONTACT
Daniel Esteban-Ferrer
CEO
desteban.ferrer@vri.cat

in

AWARDS
**Santander X Awards, Lanzadera**

COMPANY REEL

▶

The creators of the XXI century X-Rays that will revolutionise the healthcare system as we know it. We will be the standard of Bioimaging data analysis and visualisation with a combination of AI, VR and the Cloud.

ACTIVITIES
Development, Software, Education (ONLY XR study programmes - Bussiness Schools and Universities), Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence

VRAIn
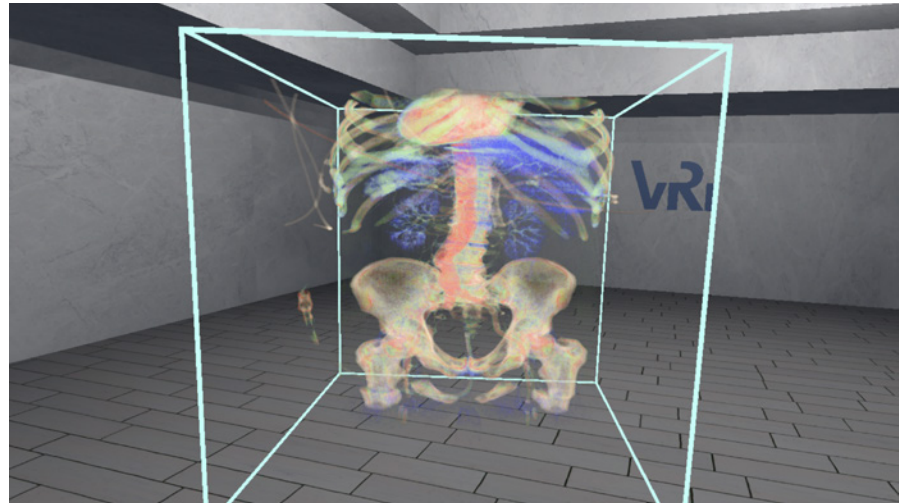
LOOKING FOR
End client

VRAIn has created the X-Ray of the XXI century to revolutionise the Healthcare System as we know it. With a disruptive combination of Virtual Reality, Artificial Intelligence and The Cloud, we can save up to 2 hours per doctor per day in mechanical, tedious and non-added value tasks. And all of this in a completely collaborative interface.

VRPharma
Virtual Reality for Patient Care

COMPANY
hello@vrpharma.io
www.vrpharma.io

CONTACT
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CEO
mireia.cigarran@vrpharma.io

AWARDS
Eithealth Program "startups meet pharma" - 2022 edition. Second place in the Catalan Pitch Competition 2022. Local Catalan Award DonaTic 2022 - Women Entrepreneurship Deeptech.

COMPANY REEL

Drawing from a rich foundation of clinically validated Virtual Reality (VR) solutions, VRPharma is your companion in fostering emotional wellness and mental health across all age groups - children, adults, and elders. Our tailored VR content is designed to significantly mitigate feelings of pain, anxiety, and fear, accompanying medical procedures, thereby promoting a more comforting and controlled healthcare experience. Whether it's preparing for a procedure, enduring a medical treatment, or recovering post-treatment, our software becomes a crucial part of the healing journey. By choosing VRPharma, you're not just selecting a service; you're embracing a more humane and empowering healthcare journey for your patients.

ACTIVITIES
Design and Content Production, Software, Health

TECHNOLOGIES
VR - Virtual Reality

MAIN MARKET
Spain. Starting in South America

Young Heroes

CLIENTS
Current Clients are Hospitals and Clinics such as Hospital Clinic Barcelona, Hospital Bellvitge, Fundació Salut Empordà, Quirónsalud among others. We also work with paliative care units, medical centers for elders, and wellness centers. We distribute with partners such as pharma companies, laboratories and insurance companies, among others.

LOOKING FOR
End client

Young Heroes is our specialized VR library to help young kids live medical procedures that involve needles in a calm non-traumatic way, overcoming their fear. Together with our library in EssenceXR, we improve their (and adults) emotional wellbeing during treatments.

COMPANY
www.aumentasolutions.com

CONTACT
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AWARDS
American Advertising Awards

COMPANY REEL

Aumenta Solutions provides Augmented and Virtual Reality applications to industry, e-health engineering and architecture professionals increasing productivity and efficiency in key business processes. Aumenta Solutions has a team of professional and highly qualified technology partners who offer the best Augmented or Virtual Reality solution for your business.

ACTIVITIES
Development, Design and content production, Software, Education (ONLY XR study programmes -Bussiness Schools and Universities)

MAIN MARKET
USA, Germany and Ecuador

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, Others (Videomapping, Holograms, Photogrammetry, IoT…)

SDMAI

LOOKING FOR
End Client

Augmented Reality step by step procedure with IoT data visualization and Block Chain smart contract certification. Using the best of this three technologies, companies can create their own AR procedures w/o code using our cloud editor and add IoT data to be visualized on Hololens. Photos of the process can be uploaded using BC for further analysis and revision.

Industry 4.0

beXReal
XR SOLUTIONS FOR THE INDUSTRY

COMPANY
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www.bexreal.com

CONTACT
Javier Sordo
CMO
javier.sordo@bexreal.com

AWARDS
Award for Technology Transfer to the Health Sector (Innovahealth)

COMPANY REEL

At beXReal we transfer the graphic potential of video games to other sectors such as Industry, Construction and Health. We develop Extended Reality applications that can be visualized on the Web or with Augmented/Mixed and Virtual Reality Glasses allowing hands free. Our solutions perform process digitalization, Industrial Digital Twins and training with Avatars and Artificial Intelligence.

ACTIVITIES
Development, Design and Content Production, Industrial Design, Software, Consultancy, Events, Press and Divulgation, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Blockchain, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
France, Luxembourg, USA and China

XR Inspection: Construction 4.0

CLIENTS
Constructora Grupo San José

LOOKING FOR
End client

Application to perform inspections in construction sites with Augmented Reality Glasses. It incorporates automatic document creation with blockchain guarantee.

EasyChatbot

COMPANY
info@easychatbot.net
www.easychatbot.net
in

CONTACT
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in

AWARDS
Top 3 Awards X Awards
Emprendemos of Andalusia

Easychatbot is the cloud platform where you will find solutions (many of them for free) that automate customer services 24 hours a day, so that they can talk/play with AIs (Artificial Intelligence) by videoconference, telephone, chat (web and WhatsApp), 3D Environments and Virtual Reality for information, scheduling appointments, training them or launching marketing campaigns with viral potential. You can also build your own custom automation solution, with no developer skills (no code), although if you prefer you can hire a qualified by our community professional to build it for you. With our ""browser automation"" technology, you will optimize your resources and your staff's time. Additionally, in our community you will be able to share or sell any solutions you create on EasyChatbot.

ACTIVITIES
Development, Software

TECHNOLOGIES
VR - Virtual Reality, Web XR,
AI - Artificial Intelligence, Others
(Videomapping, Holograms,
Photogrammetry, IoT,…)

MAIN MARKET
Spain and Brazil

Call Center: full control of a call center with Humans agents or automated systems.

Browser Automation: automate data collection.

Easy: No code, seamless integration.

AI: Bring the power of AI to your system.

Chatbots: Create your text, video or voice chatbot.

Easychatbot

CLIENTS
Contacts Center and SME

LOOKING FOR
Funding

Easychatbot is the cloud platform where you will find solutions (many of them for free) that automate customer services 24 hours a day, so that they can talk/play with AIs (Artificial Intelligence) by videoconference, telephone, chat (web and WhatsApp), 3D Environments and Virtual Reality for information, scheduling appointments, training them or launching marketing campaigns with viral potential.

Industry 4.0

ESTUDIO FUTURE

COMPANY
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AWARDS
International EMMY Nomination for Best Original interactive Content. Take back the mic VR&Los Angeles, Unity Vision Summit (Best 12 VR companies worldwide). Los Angeles - Best VR Content in Spanish, The Giant Geode VR, Madrid - SIGGRAPH Official Selection, Summer Camp, Los Angeles - SIGGRAPH Official Selection. VIVO technology. Vancouver - Virtual Days XR Base investors nomi-nee. Amsterdam - VR Beyond Prize winner. Burj Khalifa Contest . Dubai - VIFF selection. The truth about Alice. Vancouver

COMPANY REEL

Estudio Future is a leading VR production company focused on pushing the boundaries of Virtual Reality, Mixed Reality and Augmented Reality for entertainment, education and training. We are an awarded immersive content studio with a passion for innovation and interactive storytelling. The company was founded in 2014 in Madrid, Spain by a team of computer graphics experts with a shared vision to apply real-time CGI and gaming technologies to new markets. With a deep technical background of more than 15 years working with 3D graphics, the quality of our work has allowed us to work with the leading companies in VR. Our dynamic in-house team walks clients through every single facet of the production pipeline. From artistic direction to scripting, to character development, sound, FX and more, we are about immersive design and full cycle development that will leave you absolutely stunned.

ACTIVITIES
Development, Design and content production, Consultancy

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, AI – Artificial Intelligence

MAIN MARKET
Worldwide

Virtual Training Specialists

LOOKING FOR
End client

The Virtual Training branch of our company specializes in developing educational and industrial training solutions based on Immersive and Interactive technologies. We create the most innovative and effective tailor-made VR training simulations for a wide variety of industries like oil&gas, energy, telecom, and many more. We create unique solutions that allow any maneuver or production process to be simulated to safely train personnel and improve employee training effectively and realistically, increasing productivity and drastically reducing accidents. Every day, our worldwide clients train their employees and workers with our proven solutions, saving time and money while boosting safety in the workplace.

Industry 4.0

EXTENDRA

COMPANY
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www.extendra.io

in

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elena.llagostera@extendra.io

AWARDS
Inmersiva XR Award for the Best Phygital Experience (2022) and Best Metaverse Project for Retail (Hello Metaverse Summit Award 2022)

COMPANY REEL

▶

Hello! We are Extendra, a technology company specializing in creating Virtual Reality (VR) and Augmented Reality (AR) content that is tailored to meet the unique needs of each client. Founded in 2017 with a vision to produce high-quality, interactive, immersive experiences that are easy to use. We offer custom or standardized solutions on our virtual platform for different industries including entertainment, retail, pharmaceuticals, education, renewable energies, and more.

ACTIVITIES
Development, Design and Content Production, Producer, Software, Consultancy, Events, Education (ONLY XR study programmes - Bussiness Schools and Universities), Health, Fashion/Retail virtual showrooms

MAIN MARKET
Europe, USA, Australia and Asia

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR

Extendra Hub

CLIENTS
Inditex Group, Veolia, Telefónica, ESADE, Pfizer, AstraZeneca, Daiichi-Sankyo, Sanofi

LOOKING FOR
End client

Extendra Hub is a virtual platform that covers all the VR applications in the B2B segment. It provides a unique virtual space where your employees can work or meet remotely, experiencing the sensation of being in the same room. Companies can also use it to train their teams with digital twins and risk-free simulations or to host virtual events in a 3D environment with 3D assets. Furthermore, it enables you to showcase your products to clients or journalists from anywhere in the world, at their real size.

Industry 4.0

COMPANY
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www.innovae.eu

CONTACT
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adriana.portugal@innovae.com

AWARDS
Award for the Best Innovation Strategy 2021 by the CIAC (Automotive Cluster of Catalonia), Certified Microsoft Official Partner in Mixed Reality

COMPANY REEL

Innovae is a technology company dedicated to the development of software based on Augmented Reality and Virtual Reality for industrial environments. Innovae solutions contribute to the digitization of knowledge and improve efficiency in critical areas of organizations in the context of Industry 4.0. such as training, maintenance, technical support or quality control. Innovae has 18 years of experience and more than 400 projects carried out. Innovae's clients are companies from various sectors such as machine tools, energy, food, the automotive industry or the manufacture of capital goods.

ACTIVITIES
Development, Software

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality

MAIN MARKET
Germany, France, Italy and Portugal

Cell operation in a wind turbine with Mixed Reality

CLIENTS
Acciona

LOOKING FOR
End client

Implementation of the Advanced Maintenance Assistance System of Innovae with the Microsoft HoloLens 2 smartglasses to perform preventive and corrective maintenance tasks on wind turbines in wind farms. The objective of the project was to improve the efficiency of the maintenance taks but also to ensure the security if the field technicians by overlaying step by step intructions on the real environment with Mixed Reality.

Industry 4.0

in⟩velon

COMPANY
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in

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CIO
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in

AWARDS
IA Microsoft Partner of the Year, Databricks certified partner, 14 gold Microsoft competencies and 7 advanced specializations, Mixed Reality Microsoft Partner, IA y Github Microsoft's Inner Circle Partner, Leet Security certified.

COMPANY REEL

▶

Invelon is a technology company focused on the development of virtual, augmented and mixed reality solutions. Our solutions start with a consultancy where we analyze the needs of both software and hardware. At INVELON we already have packaged solutions such as AURORA, AURORA is an inspection tool developed for Virtual Reality that allows to manipulate and analyze 3D models in an immersive way. It facilitates the interpretation of the volume of 3D models, with a wide range of functionalities and tools to be applied to accelerate product validation.

ACTIVITIES
Development, Design and content production, Industrial Design, Producer, Hardware, Software, Consultancy, Education (ONLY XR study programmes - Bussiness Schools and Universities)

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, AI – Artificial Intelligence, Robotics, Others (Videomapping, Holograms, Photogrammetry, IoT…)

Mixed Reality Remote Assistant

CLIENTS
MAXAM

LOOKING FOR
End client

Enrich the ability to provide assistance during machine maintenance and gain agility in the training processes of your workforce.

Industry 4.0

NOMADA

COMPANY
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www.nomada.tech

CONTACT
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CTO
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AWARDS
VI Contest TKgune of industrial ideas. VI Contest Mondragon Unibertsitatea Industrial Sustainable Entreprenurship Awards

COMPANY REEL

Nómada Omnimotion develops and markets an omnidirectional treadmill that allows you to walk naturally, in any direction and without space limits within virtual reality experiences.

ACTIVITIES
Development, Industrial Design, Hardware

MAIN MARKET
Europe

TECHNOLOGIES
VR – Virtual Reality, AI – Artificial Intelligence, Robotics

Tvrkana

CLIENTS
Industrial manufacturer

LOOKING FOR
Distributor and end client

Our main product -TVRKANA- its an omnidirectional treadmill, a device that allows you to walk in a totally natural way in virtual reality experiences. Today there are many industrial companies that use virtual reality to train their operators. Our product makes this training closer to reality, being more intuitive while solving motion sickness problems.

![skylife logo]

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jesus.garcia@skylife-eng.com

COMPANY REEL

Skylife is a technology-based company born at the University of Seville in 2011, with the purpose of creating a different business model based on knowledge, values and people. The constant efforts in R&D have led us year after year to a growing number of success stories in key sectors such as Aerospace and Naval, and we continue to innovate from the forefront in other areas of the industry. We work in various lines of business, with special interest in digital simulation and immersive technologies.

ACTIVITIES
Development, Design and Content Production, Software

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR

MAIN MARKET
Europe, Middle East and Latin America

Mentor

CLIENTS
Digital assistance and remote support tool through Augmented Reality. It allows step-by-step guidance in repetitive and complex operations and the possibility of connecting in real time and remotely with an expert miles away. Infinite integration possibilities with client systems.

LOOKING FOR
End client

Digital assistance and remote support tool with Augmented Reality. It allows step-by-step guidance in repetitive and complex operations and the possibility of connecting in real time and remotely with an expert miles away. Infinite integration possibilities with client systems and engineering services.

SNGULAR

COMPANY
www.sngular.com

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[in]

AWARDS
Best XL Pavillion at the Dubai Expo 2020 ; "Architecture and Landscape" and"Best Innovation that Drives Mobility award", given by "The UAE Innovates Awards"; Unity Awards for the game "Skull Legends" (2013), "World Rally Championship", Best video game coin-op in Europe (coin-op fair of Frankfurt) (1994), "DrawPets", Best Android video game "AppDate Awards 2012", given by Samsung, "DrawPets", Dr. Blue Laboratory", best innovative video game (Microsoft AppCampus Funding Project, 2014).

Sngular Studios emerges from the technical and creative diversity of Sngular's innovative ecosystem, as a consequence to the market challenges in specific areas such as gamification, visual design, mixed realities or experiential marketing. We are leaders and visionaries in the creation of multimedia and interactive visual experiences, and we always do it by enjoying the journey. A perfect balance between artistic quality and technological capabilities. We work in four different business sectors: VR/MR/AR in the industry, Museums, Video Games and Experiential Marketing.

ACTIVITIES
Development, Design and content production, Software, Consultancy

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, AI – Artificial Intelligence, Blockchain, Others (Videomapping, Holograms, Photogrammetry, IoT…)

MAIN MARKET
Saudi Arabia, United Arab Emirates and USA

Schneider Electric. Digital Twin

CLIENTS
Schneider Electric

LOOKING FOR
End Client

Digital twin. This VR application for PC and Oculus Rift S, reproduces with high fidelity the electric contactor line of devices to train the sales force of a multinational. It takes advantage of the in-house high performance VR graphic engine, that is able to get a photorealistic render of the environment and components, keeping the fps at a maximum rate, and using graphic computing to get real time electric simulation of the connected devices.

COMPANY
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www.xoia.es

CONTACT
Sara
Comunicación y marketing
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AWARDS
**Best Idea" at the 3D StartUp
Vigo (2014) - First European
Edition.
Emprende Accesit Innovación"
Award at AJE Coruña (2018)
Innovation Pyme Recognition
(2018-2024).
Best Startup - Digitalization
Category at Mindtech Vigo
(2023).**

COMPANY REEL

XOIA Extending Reality is the leading company in the northwest of Spain in the development of Augmented, Virtual, and Mixed Reality solutions. We operate in the realm of Industry 4.0, boasting extensive experience in sectors such as Naval, Food, and Automotive, where we undertake projects aimed at process optimization, knowledge digitization, and enhancing the training of technicians. We create interactive and immersive experiences in archaeological sites, monumental cities, exhibitions, and museums, catering to the fields of Culture, Tourism, and Education, enabling individuals to see and experience history. We also design marketing and retail campaigns and tools that, among other things, allow clients to visualize products within their own facilities.

ACTIVITIES
**Development, Design and
Content Production, Software,
Consultancy, Health**

TECHNOLOGIES
**VR - Virtual Reality, AR - Augmented
Reality, MR - Mixed Reality, Web XR**

MAIN MARKET
Europe, America, Asia and Middle East.
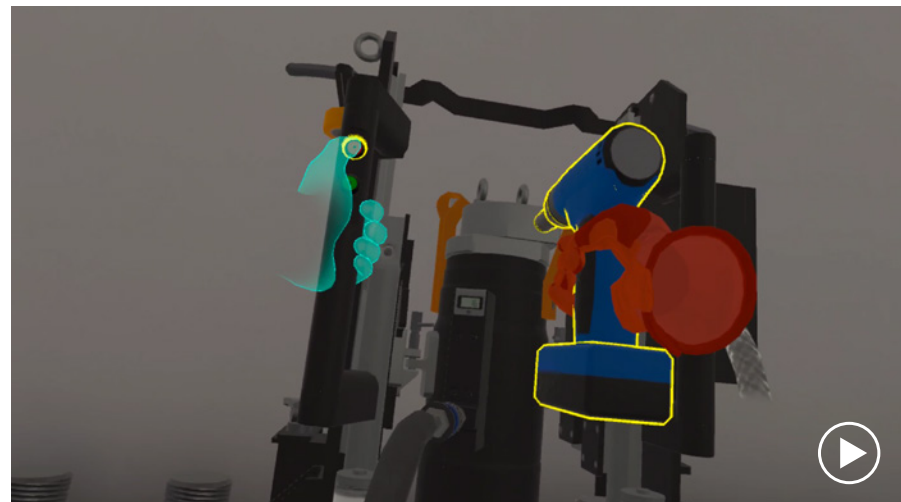
3D Wind Training

CLIENTS
Texas Controls

LOOKING FOR
End client

Texas Controls has implemented VR Training to revolutionize maintenance tasks in the wind sector. This immersive tool allows their customers to learn essential skills in a virtual wind turbine environment. Technicians enter a virtual environment that replicates a real wind turbine to understand procedures and equipment. VR Training offers three modes (demonstration, practice and test) for practical learning and knowledge evaluation.This innovative tool transforms traditional training into a practical and interactive experience, following the "learning by doing" approach. The app is compatible with the most affordable virtual reality glasses: Meta Quest 2.

Industry 4.0

xperiencia VIRTUAL.com

COMPANY
www.xperienciavirtual.com

in

CONTACT
Jesús Garcia González
Partner Director
jesus@xperienciavirtual.es

in

AWARDS
Award "CEGOS 2017" best practice in RRHH

Xperiencia Virtual is a company specialized in the Metaverse and the immersive technologies of Virtual and Augmented Reality. They were born in 2014 and since then they have created a unique expertise, bringing virtual reality closer to more than 200,000 people with the best possible user experience and are capable of building any digital content, whether 3d or real video, from its concept and script to software development at the highest level, modeling, 3D animation.

ACTIVITIES
Development, Design and content production, Hardware, Software, Consultancy, Events

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR

XV Industry

CLIENTS
IVECO

LOOKING FOR
End client

This application has been specially developed to optimize processes in assembly lines. allows simulation of prototypes to introduce new parts in the system before its manufacture.

Industry 4.0

zebra design **SD**

COMPANY
info@zebrasd.com
www.zebrasd.com

CONTACT
Diego Herrera
CEO
info@zebrasd.com

COMPANY REEL

Established Digital Agency with more than 15 years of experience, we are experts in extended reality, VR, AR, 3D Virtual Worlds, rendering, and Web design. Today providing Sales & Marketing solutions in 34 countries. We are developers of a state-of-the-art, lead-generation technology for hospitality, called Virtual Planner® a versatile marketing toolkit to enhance your meeting spaces, boost sales, and provide unparalleled efficiency. In addition we develop a tailored metaverse solutions for brands that want to have presence in the metaverse. Virtual events, Roblox experiences, VR experiences, etc., and a 3D videoconferencing solution for meetings and events in the metaverse where users can meet in virtual worlds using avatars with live audio and video called Fun!

ACTIVITIES
Development, Design and Content Production, Industrial Design, Events, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR

MAIN MARKET
34 countries

Industrial Riveting Station Training Simulator

CLIENTS
Edscha, Marriott, Jumeirah, Emaar, NH, Hyatt, Anantara, etc.

LOOKING FOR
End client

A Meta Quest VR application designed to familiarize workers with the operation of an industrial riveting station. This approach saves valuable machine operating time, as the machine can remain operational while the workers practice. The application helps avoid the need to halt the production line, which typically runs 24/7. When training is required, it often causes disruptions in production. Users are created within the application, and a web platform updates each user's score. Through gamification, users compete to achieve the best time. The application utilizes hand-tracking instead of controllers, making the process even more realistic for employees. They must correctly position and follow the machine's processes. Initially, guidance aids are provided, gradually disappearing as workers improve until they can execute the entire process flawlessly within an appropriate timeframe. The application challenges workers by presenting pieces in reverse and various positions to test their ability to identify the correct orientation.

Industry 4.0

zerintia technologies

COMPANY
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in

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CPO
**alvaro@zerintia.com**
in

COMPANY REEL
▶

Zerintia is your technological partner, working with you to design and implement your digital roadmap. We make possible the integrated connection of all of an organization's physical elements and logical systems with its employees from a single technological platform.

ACTIVITIES
Development, Software

TECHNOLOGIES
AR - Augmented Reality, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,…)
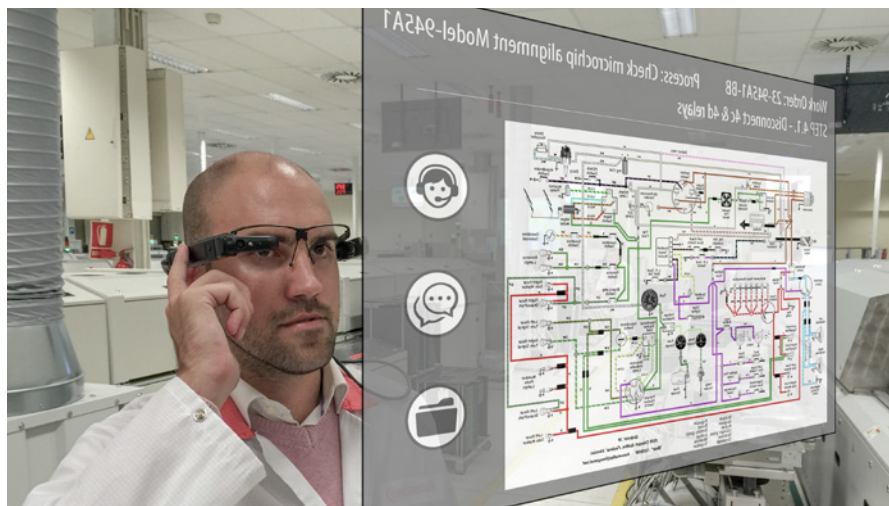
Improve plant efficiency with IoT, remote support and digital instructions

LOOKING FOR
End client

Zerintia began the project to develop a solution capable of exploiting to the full the Smart Factory of an important Automotive's company. For the purpose of the project, Zerintia's Industrial Internet of Things (IIoT) platform needed to be connected to all existing systems of the client, including plant production control software (MES), programmable logic controllers (PLC) and the native warning system. Roles were defined for each employee based on their job position and all key events from the connected information sources were identified, including the precise location of the guided vehicles (AGVs). Based on all the integrated and real-time data received, plant events are identified, which generate alerts, automate workflows and launch concrete actions in response to those events, involving employees, machinery and information systems. In addition, these actions that involved employees were managed with powerful tools for remote support and digital work instructions that become their job more efficiency.

EMERSIVE

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www.emersive.es

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AWARDS
Award for the Best Idea in the Artificial Intelligence category in Industrial Track 4.0

COMPANY REEL

Emersive is a new startup born from the GTA Innovation business group, founded in 2002, dedicated to the design of innovative solutions aimed at creating experiences for events. In 2020, we decided to put the learning and knowledge gained with GTA at the service of the industry. Thus, Emersive was born. Emersive is a company specialized in the development of applications in virtual, mixed, augmented reality and artificial intelligence. We design and create solutions for our clients and develop immersive learning processes and impactful experiences aimed at companies seeking to assimilate into industry 4.0. Therefore, with technology as a base and the challenges faced as a drive, we continue to investigate to create innovative solutions for our clients.Behind Emersive there is a multidisciplinary team, always eager to learn new things to adapt to the technological trends of each moment and, thus, offer the best response to our clients. We are Emersive. Welcome.

ACTIVITIES
Development, Design and Content Production, Software, Events

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Portugal and France

AI Hologram Avatar

CLIENTS
State Security Forces: Guardia Civil

LOOKING FOR
End client

We humanize technology with the new generation of virtual assistants. Digital humans who contribute to the process of digital transformation of your company, improving the experience of your customers. We use generative and trained AI to meet the needs of each use case of our clients.

Media Branding and Communication

KATACLACK

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AWARDS
Projects in which our products have been used have won awards such as the German Design Award 2018 Intercative user experience (AMG V RACE), Raindance immersive award ,and others projects have been selected in La Biennale VR.

COMPANY REEL

Kataclack is a Camera manufacturer. Kataclack expertise on hardware and firmware design allow us to develop our professional high quality camera systems to cover the needs of new immersive content. We design from system level architecture down to sensor PCB, as well as real-time image processing pipeline on FPGA to build any system required to shoot immersive content (from side-by-side for 3D to multi-camera systems required for XR/Volumetric and what has still to come...). Our systems achieve a perfect synchroni-sation of image acquisition, using global shutter sensors and high quality RAW image processing flow from sensor to screen.

ACTIVITIES
Development, Hardware, Software

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality

MAIN MARKET
UK, Germany, Italy and France
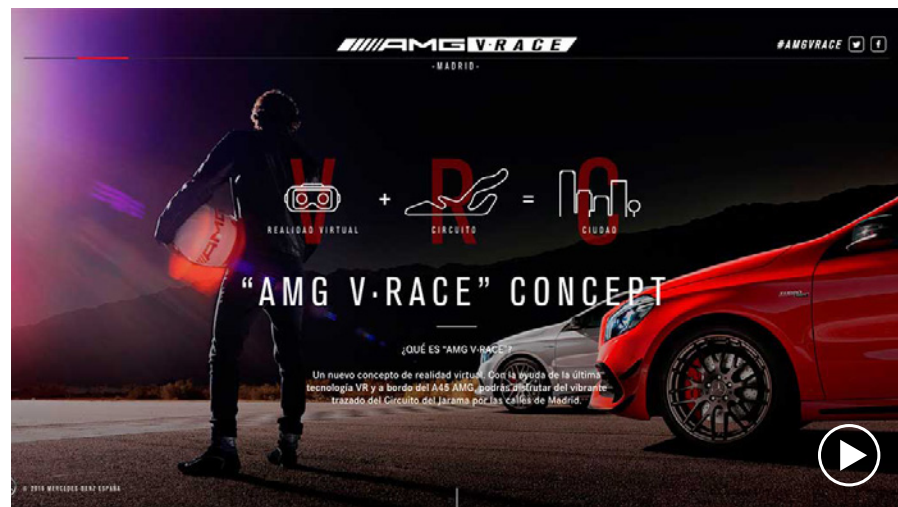
Mercedes AMG VRace

CLIENTS
La Bicicleta, Pixel and Pixel, Mercedes

LOOKING FOR
Partners for development

Mercedes AMG VRace was a VR experience to be seen inside a racing car while it was driving at more than 120Km/h on a racing circuit. The user had the feeling of being driving through Madrid streets. Kataclack VR camera system was selected due to its perfect synchronisation, global shutter cine-matic sensors and fully RAW workflow. This experiencie was awarded with the"German Design Award 2018 Interactive User Experience"

Media Branding and Communication

Lavinia Group is a Lavinia Group is a business group formed by 10 companies focused on the communication sector. It offers audiovisual services, production of audiovisual and digital content and outsourcing services. His motivation is innovation and creativity.

COMPANY
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AWARDS
Ondas

COMPANY REEL

ACTIVITIES
Design and Content Production, Producer, Events, Press and Divulgation, Education (ONLY XR study programmes - Bussiness Schools and Universities)

MAIN MARKET
Europe

TECHNOLOGIES
VR - Virtual Reality

CaixaForum VR

CLIENTS
Entertainment, Real State, Education, Advertising, Institutional Communication

LOOKING FOR
End client

Our project is focus on Vr multiuser technology. A group of people can share an experience in an imaginary world created by 3D. They can live together and move inside as they did in a usual place. Really amazing.

Media Branding and Communication

Many·Worlds
where any reality is real

COMPANY
www.many-worlds.es

CONTACT
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COMPANY REEL

Many-Worlds was created in 2009 as company specialized in Augmented and Virtual Reality projects. Over 13 years later, the technology we love has shown a huge potential in scopes as industry, marketing or education. Hundreds of projects and very important clients endorse our work.

ACTIVITIES
Development, Design and content production, Software, Events

MAIN MARKET
UK, France and USA

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR
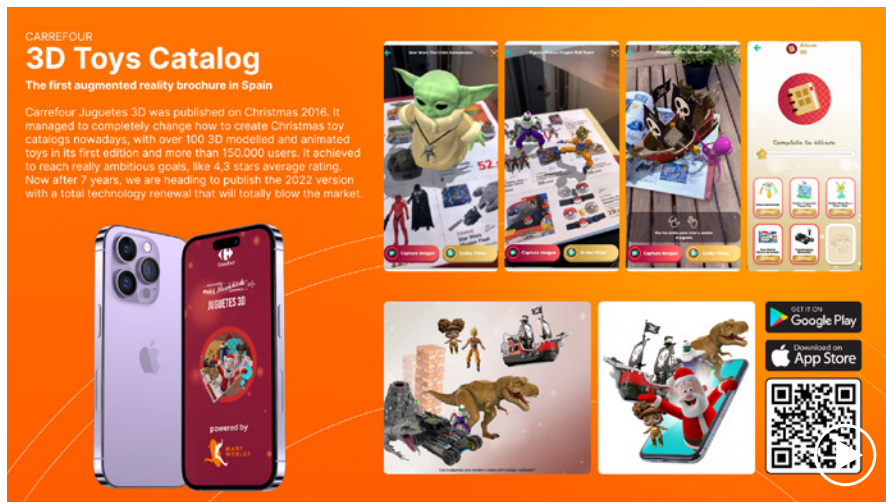
Carrefour 3D Toys

CLIENTS
Carrefour

LOOKING FOR
End Client

Carrefour 3D Toys was published on Christmas 2016. It managed to completely change how to create Christmas toy catalogs, with over 100 toys 3D modelled and animated in its first edition and more than 150.000 users. This year it will be its 7th edition with a totally new and revolutionary technical approach.

Media Branding and Communication

NowAR is an Extended Reality digital studio that fuses art and technology to create unique and memorable experiences in advertising and culture. Founded in Valencia, with a presence in Madrid and London, our purpose is to transcend conventional advertising boundaries and surprise audiences with our creativity and technology expertise. We are proud to work with a wide variety of clients, from large international corporations to small and medium sized local businesses. Our passion for innovation drives us to collaborate with the boldest and most imaginative clients, always exceeding expectations and delivering innovative solutions to the most complex challenges. We are true pioneers of WebAR as a direct format to connect new generations with brands. This technology allows us to create immersive content that engages the public and fosters more lasting and meaningful relationships between brands and their audiences.

COMPANY
guillermo@nowarlab.com
www.nowarlab.com

CONTACT
Guillermo Aracil Momparler
CEO
guillermo@nowarlab.com

COMPANY REEL

ACTIVITIES
Development, Design and Content Production, Consultancy

TECHNOLOGIES
AR - Augmented Reality, Web XR
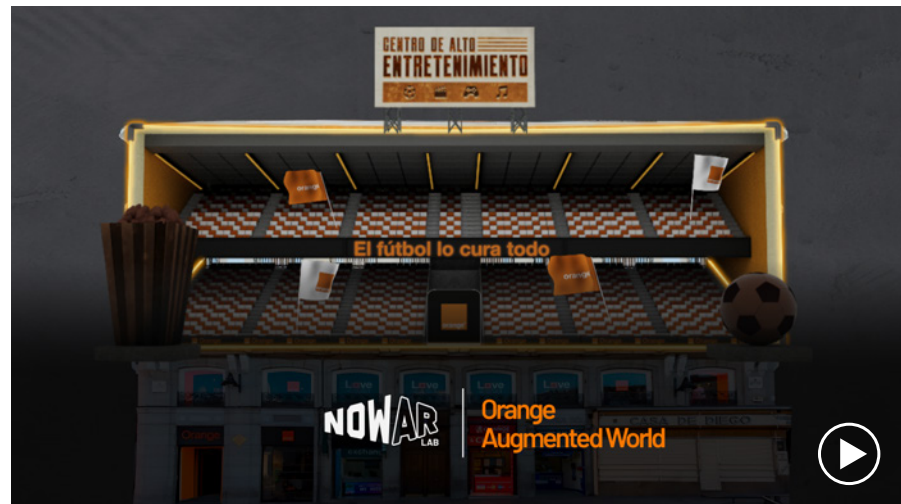
Orange Augmented World

CLIENTS
Orange Spain

LOOKING FOR
End client

Orange joins the latest technological vanguard of extended realities thanks to Google Geospatial and Unity AR, a tool that links geolocation and Google 3D maps in real time to be able to place virtual elements in the real world together with the videogame engine par excellence for mobile devices. This leads to a unique multiplayer augmented reality experience where users will be able to discover the High Entertainment Center from different locations in Spanish cities simultaneously. Project developed together with Denstu Creative.

Media Branding and Communication

QUASAR
DYNAMICS

COMPANY
info@quasardynamics.com
www.quasardynamics.com

CONTACT
Javier Ortizá Palomares
CEO
jortiza@quasardynamics.com

AWARDS
Indie Games Málaga 2021

Quasar Dynamics is a Valencia-based consultancy that specializes in innovative services. We leverage technology in order to bridge companies with pioneering technological solutions. Our role goes beyond education; we are dedicated guides, assisting in skillfully navigating and overcoming the complexities faced on the path to digital transformation. We're looking to share our know-how to potential clients and partners eager to delve into groundbreaking solutions, empowering them to master more complex challenges. We offer a wide range of services in regards to open innovation: Virtual Reality, Augmented Reality, Immersive Reality, Mixed Reality, Video 360º and advanced 3D technologies. Our goal is to transform the seemingly impossible into reality, bringing you to the forefront of new digital experiences.

ACTIVITIES
Development, Design and Content Production, Producer, Software, Consultancy

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence

Augmented Reality for Burger King

CLIENTS
Burger King, Calcher

LOOKING FOR
End client

Quasar Dynamics crafted an app for tablet and smartphone that enables users to view multiple Burger King's restaurants architectural projects in 3D using augmented reality. Furthermore, it highlighted Burger King's unique design elements in their signature colors and iconography, offering an interactive and accessible experience. Displayed at the 2023 Burger King® International Convention, the app showcases Calcher's (the client) strategic move to distinguish itself in the market with this cutting-edge technology.

Media Branding and Communication

realovirtual

COMPANY
harold@realovirtual.com
www.realovirtual.com

CONTACT
Ramón Giménez
CEO
harold@realovirtual.com

AWARDS
HTC Vive Global Innovator 2021: www.blog.vive.com

COMPANY REEL

The leading digital media outlet and community about virtual and augmented reality in Spanish, since 2013. At Real o Virtual, we take every new development seriously and analyze it out of the hype waves. We create high-quality articles and analyses on the latest developments in the industry, done with journalist rigor and passion for the medium. Meeting point for new VR enthusiasts and early adopters from the old times, we enjoy having the largest Spanish-speaking VR community in the world, with over 12.000 members who actively participate in the web forum. We also curate a YouTube channel with biweekly podcasts with a summary of the latest news and interviews with industry professionals and review the latest game releases.

ACTIVITIES
Software, Events, Press and Divulgation

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, Others (Videomapping, Holograms, Photogrammetry, IoT…)

MAIN MARKET
South America
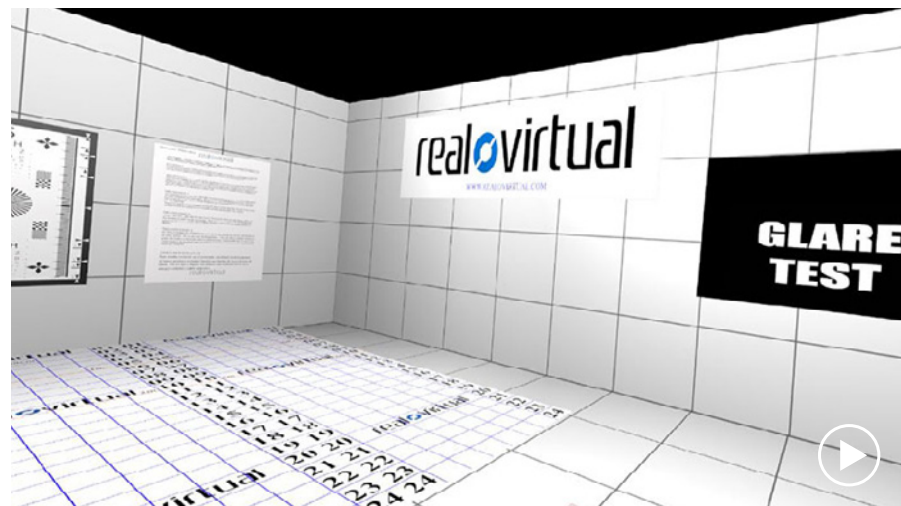
ROV Test FOV & Resolution - Test HMD

CLIENTS
Everyone

LOOKING FOR
Comunication and End Client

With the proliferation of viewers on the market, it was necessary to find a virtual place to compare our experiences beyond a photograph or a personal "impression". That is how ROV TEST FOV & RESOLUTION was born. A VR app tool that can help compare the features of different VR headsets. The test is available for download at Itch.io and compatible with Meta and Steam headsets. The following tests are available in the app:
Lenses TEST (Geometrical Aberrations, Sweet Spot, Glare test * (Moving and 5 Patterns). **Readable Test** (Rounded Form test> Blurriness, Snellen Test). **Sub-Pixel Test. Audio Test** (Binaural Positional, Frequency). **Contrast & Brightness Test. FOV test (** hFOV, vFOV). **VIDEO Test** (4k/2k/FHD/SD image test, Distance Test). **Color Test** (Color Charts, Details Test). **Tracking Test Room**

Media Branding and Communication

renacen UR

COMPANY
jalviz@renacens.es
www.renacens.es

CONTACT
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COO
jalviz@renacens.es

AWARDS
Crystal Cabin Award 2018, Spetial Mention in German Design Awards 2019, Honor Mention in Skift Awards 2019, Honor Mention in VR Awards 2021. National ROS Group Innovation Award 2017, Extremadura Young Entrepreneur Award 2018, Extremadura Exporta Innovation Award 2019, Extremadura Business Award 2019.

COMPANY REEL

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Renacen is a software development company founded in 2011 that since 2017 has been focusing on in-house product development and the creation of VR for web, standalone headsets and PC. Thus, we created 3D SeatMapVR, a 3D rendering engine integrated into the airline digital channels, which allows users to select their seat in 3D during the booking process. We have also developed VR experiences for clients such as Emirates, being the first airline in the world to have an app in Oculus Store, developed by us. We are a world leader in creating 3D and VR for airlines, and we are extending our reach to different industries, having created training experiences for the industrial sector as well, and having 3D critical infrastructure monitoring tools in Mexico, among other examples.

ACTIVITIES
Development, Design and content production, Software, Consultancy

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, Web XR

MAIN MARKET
Travel&Tourism: Emirates, Etihad, United Airlines, Iberia, Iberia Express, Air Nostrum, Finnair, Avianca, World2Fly, Air Europa, Level, Austrian, Evelop, Gulf Air, Lufthansa, Virgin Voyages.
VR industrial sector: Deutz.

The Emirates VR Experience

CLIENTS
Emirates

LOOKING FOR
End client

This project is a comprehensive approach to Emirates airline's Virtual Reality strategy, covering both Oculus and web-based VR experiences, focused on improving brand awareness, increasing ticket sales and strategic positioning globally. In addition, a virtual tour technology has been developed with real 3D movement inside the aircraft, but without loading times or the need to use any plugins or third-party apps. Thanks to this project we've been one of the finalists in the VR Awards.

Media Branding and Communication

Things Happen

COMPANY
itzi@thingshappen.es
www.thingshappen.es

CONTACT
Itziar Arriaga
CEO
itzi@thingshappen.es

COMPANY REEL

▶

We design unique audiovisual projects. Through our creative use of technology, the audience is immersed in a moving experience.

ACTIVITIES
Art direction, Development, Design and content production, Producer, Consultancy, Events, Others

TECHNOLOGIES
Immersive projections, Interactivity VR – Virtual Reality, AR – Augmented Reality, AI - interactive, visuals, deep fake… Others (Videomapping, Holograms, Photogrammetry, IoT, data visualization…)

MAIN MARKET
Spain, Switzerland and Germany

Netflix: Over the Moon

CLIENTS
Netflix Germany

LOOKING FOR
End client, Funding, and Partners for development

For the presentation of Netflix's film Over the Moon, we designed a playful and instructive space for both adults and children. Following the narrative structure of the film, we created a thorough adaptation of the film's scenes and characters, various science-based interactive games, immersive and interactive scenarios, projections, and even illuminated slides and inflatables to play on the moon; all with the aim of creating an unforgettable experience, one that sparks the curiosity within us all: the emotion of discovery.

wildbytes

Wildbytes is an innovation powerhouse. We create world's first immersive experiences through creative uses of AR/VR/AI/Metaverse technology.

COMPANY
agimenez@wildbytes.cc
www.wildbytes.cc

ACTIVITIES
Development, Design and Content Production, Producer, Software, Consultancy, Events

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality Web XR, AI - Artificial Intelligence Robotics, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

CONTACT
Albert Giménez
Head of Client Partnerships
agimenez@wildbytes.cc

MAIN MARKET
Office Locations: Madrid, Barcelona and Berlin
Main Markets: Europe, North America and Asia

AWARDS
Webby Awards, ONE Show Interactive, ONE Show Entertainment, Hermes Creative Awards, Clio Awards

COMPANY REEL

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Pull&Bear Music AR Show

CLIENTS
Pull & Bear

We created a large-scale music show in AR starring artist Sen Senra for the opening of Pull & Bear new Flagship store in Madrid. A unique experience where music, fashion and tech come together, leveraging the latest Google Geolocation API to anchor AR content to physical spaces.

LOOKING FOR
End client

Metaverse

DEUSENS
HIPEREXPERIENCIA

COMPANY
info@deusens.com
www.deusens.com

CONTACT
Isabel Sebastían Magallón
International Manager
isebastian@deusens.com

AWARDS
2017 - I Ed. Aragón Open Future promoted by Telefónica. 2019 - Aragón, ecosistema de empresas y futuro Awards. 2020 - Innovation in Company Awards. 2020 - Enterprise Covid-19 Awards. 2022 - Helixa Innovation Awards.

COMPANY REEL

DeuSens was one of the first 5 spanish startups born to create Virtual Reality experiences for companys. Today, we are highly specialized in the creation of Immersive Custom B2B technological solutions. Hyperxperience is the concept we create to define the sum of what makes us different from our competitors and the value we provide to our clients. We introduce the latest technologies in the sales process of the companies, making them pioneers. We create experiences to optimize sales, facilitate purchase and boost brand value. We are specialized in high value experiential solutions created with interactive tech. Our solutions are always custom made and highly adapted to our client´s goals. We thoroughly analyze the where and the when to offer the most logic and effective approach.

ACTIVITIES
Development, Design and Content Production, Software, Consultancy, Events

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Others (Video-mapping, Holograms, Photogramme-try, IoT,…)

MAIN MARKET
Europe, LATAM, Middle East and USA

Choco Flakes Crazy Run

CLIENTS
Choco Flakes (Adam Foods)

LOOKING FOR
Distributor

Choco Flakes Crazy Run was a parkour game developed in Roblox. Users ran through a kitchen and had to overcome different levels to reach a big bowl of Choco Flakes to enjoy it as a reward. As part of its phygital campaign, the project went viral through influencer marketing activations and featured a secret level that users could only access via a code visible on Choco Flakes products.

Metaverse

EMERSIVE

COMPANY
info@emersive.es
www.emersive.es

CONTACT
Oscar Ruiz
CEO
oscar.ruiz@emersive.es

AWARDS
Award for the Best Idea in the Artificial Intelligence category in Industrial Track 4.0

COMPANY REEL

Emersive is a new startup born from the GTA Innovation business group, founded in 2002, dedicated to the design of innovative solutions aimed at creating experiences for events. In 2020, we decided to put the learning and knowledge gained with GTA at the service of the industry. Thus, Emersive was born. Emersive is a company specialized in the development of applications in virtual, mixed, augmented reality and artificial intelligence. We design and create solutions for our clients and develop immersive learning processes and impactful experiences aimed at companies seeking to assimilate into industry 4.0. Therefore, with technology as a base and the challenges faced as a drive, we continue to investigate to create innovative solutions for our clients.Behind Emersive there is a multidisciplinary team, always eager to learn new things to adapt to the technological trends of each moment and, thus, offer the best response to our clients. We are Emersive. Welcome.

ACTIVITIES
Development, Design and Content Production, Software, Events

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Portugal and France

Virtual Metaverse

CLIENTS
Pfizer

LOOKING FOR
End client

Design and development of a virtual reality application, with which Pfizer's digital team showed its employees a fictitious, although probable, future in which healthcare can develop in the metaverse, both from the patient's point of view and of the health professional.

![imascono logo]

COMPANY
info@imascono.com
www.imascono.com

CONTACT
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CEO & Co-founder
hp@imascono.com

AWARDS
**Helixa Innovation Awards 2022.
Most Innovative sociocultural
initiative by IFEMA Madrid
ASTER Digital Innovation
2022 Award granted by ESIC
Business School.
Vive Tecnara Business Strength
Award 2022.
Young Entrepreneur of Aragon
Award (2021).
AJE Zaragoza, Junior Company
Award 2020.
Telecommunications Engineers,
Best National Tourism App 2017
Award granted by FITUR.
Smart Cities Project Imagine
Express 2017 Awar.
Award for the Best Mobile
Application 2014 granted by
Telefónica #AragonenlaRed.**

COMPANY REEL

CLIENTS
**Telefónica & Rafa Nadal
Academy by Movistar**

LOOKING FOR
End client

Imascono is a Spanish studio of creative technologies with +10 years of activity, experts in Extended Reality and in the creation of virtual intelligent worlds in the Metaverse. Inspired by science fiction, they seek to create a new world where creativity is the engine of evolution. All thanks to their Applied Imagination which allows them to connect cutting-edge technologies with human emotions. The company works as a strategic partner of companies around the world whose business and vision require technological evolution. Enhancing the business strategy of clients such as Disney, Marvel, Telefónica, Adobe, Iberdrola, Samsung, elbullifoundation or Rafa Nadal. References that have trusted Imascono to develop more than 320 projects in nearly 150 countries. Immersive experiences based on the following objective: technology must be at the service of human beings.

ACTIVITIES
**Development, Design and
Content Production**

TECHNOLOGIES
**VR - Virtual Reality, AR - Augmented
Reality, MR - Mixed Reality, Web XR,
AI - Artificial Intelligence**

MAIN MARKET
Europe, USA, LATAM, South Korea and United Arab Emirates

Rafa Nadal Academy by Movistar virtual

Telefónica and Imascono take a step forward in the construction of the Metaverse with a guest of honour, the Rafa Nadal Academy by Movistar now has its virtual version in the new digital universe. Through Rafa Nadal's own avatar, users from all over the world can tour the virtual facilities, get to know the essence of the Academy and complete all the challenges that gamify the experience. To present this project, Telefónica's first press conference was held in the Metaverse.

COMPANY
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www.iraltavr.es

CONTACT
Ángel Urbina Vitoria
Producer and Co-founder
angel@iralta.com

AWARDS
Quest for Climate Change: Digital Communication Awards 2023 Second prize Best Storytelling. The Bear, the Tiger and the dragon: Nominated Stereopsia European Awards 2023. Camino de Santiago 360º: The App Tourism Awards SEGITTUR – FITUR 2016. Finalist - The app date Awards 2015

COMPANY REEL

We are a studio specalized in the creation of immersive experiences and virtual production. We innovate in the generation of virtual production content in real time and develop immersive experiences XR, VR and AR. We are committed to creating content with state-of-the-art technologies best suited to each narrative and audiovisual format. Since 2005, our team's mission is to create content with a unique and original intent: "cinematic innovation, at the service of the storytelling". In 2010 we entered the world of virtual reality through 360 video and we have developed content for the main virtual reality platforms. Throughout these years in Iralta we have produced and developed multidisciplinary projects for national and international institutions, TV channels, brands, production companies, marketing agencies and museums.

ACTIVITIES
Development, Design and Content Production, Consultancy, Virtual Production

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
France, Luxembourg, EEUU and China

Cajal VR

CLIENTS
Superior Council of Scientific Research

LOOKING FOR
Partners for development

Cajal VR is an immersive and interactive project developed with the latest technologies applied to virtual reality: AI-assisted facial and motion capture, scanning and photogrammetry, 3D modeling and real-time rendering. The user becomes a scientist who must help Santiago Ramón y Cajal: following his instructions, answering his questions and collaborating with him in the research that led him to discover how the brain works and win the Nobel Prize.

koonstel

COMPANY
info@koonstel.com
www.koonstel.com

in

CONTACT
Elisabeth Torralba
Metaverse Onboarding Manager
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in

COMPANY REEL

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Secpho is cluster that brings together more than 160 organisations that promote technological innovation through deep tech in all sectors of our economy. Our ecosystem iscomposed by entrepreneurs, researchers, investors and large companies that are experts in deep tech. We are experts in generating synergies between researchers, investors and companies, creating business opportunities that, through deep technologies, respond to the challenges of our industry and society. For this purpose Secpho created Koonstel: the first professional metaverse for technological innovation.

ACTIVITIES
Deep tech

MAIN MARKET
Europe and Latin America

TECHNOLOGIES
Web XR

Koonstel

CLIENTS
All kinds of technological or innovative companies such as Hamamatsu, VLC Photonics (Hitachi Group), Robotnik, Macsa, etc.

LOOKING FOR
End client

Koonstel is the first professional metaverse for technological innovation. A professional network of more than a 2.000 experts in different areas of the technology sector. An incredible immersive 3D environment in which you can use your personalised avatar to connect with an ecosystem of experts and gain visibility with potential clients, collaborate with companies and researchers to launch innovation projects and take part in technological events. You can also have your own virtual space completely customized for your company.

Metaverse

COMPANY
www.many-worlds.es

CONTACT
Álvaro Enriquez de Luna
General Director
aenriquezdeluna@many-worlds.es

COMPANY REEL

Many-Worlds was created in 2009 as company specialized in Augmented and Virtual Reality projects. Over 13 years later, the technology we love has shown a huge potential in scopes as industry, marketing or education. Hundreds of projects and very important clients endorse our work.

ACTIVITIES
Development, Design and content production, Software, Events

MAIN MARKET
UK, France and USA

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR

VREvent

CLIENTS
Internal

LOOKING FOR
Distributor, end clients and funding.

VREvent is the most advanced Metaverse in Spain. It is the result of a multi-platform development of almost two years by a great team of professionals with more than 12 years of experience. Some of the features that make it unique are: - Cross-Platform: VR, iOS or Android, - Custom environments created exclusively by our artists, - Hand detection and tracking, - Voice chat, - Support for hundreds of concurrent users, - Customizable avatars.

ONE Digital Consulting is a global high-tech company founded by a team of experienced entrepreneurs with over 30 years of international expertise in the realm of "New Advanced Immersive Technologies." We assist organizations, governments, institutions, and clients in driving their digital transformation initiatives by reimagining their business processes, designing cutting-edge Smart Immersive Ecosystems, and training community members to achieve optimal performance. Within ONE, our consultancy services are centered on four core areas: XR Ecosystems Design and Development, Immersive Metaverse Experiences, Smart Digital Education and Teacher Training Programs, all based on our distinguished and high-quality work.

COMPANY
madrid@onedigitalconsulting.eu
www.onedigitalconsulting.eu

CONTACT
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carlos.ochoa@
onedigitalconsulting.eu

AWARDS
Finalist Best Virtual Reality Experience in 2017. Next47 Siemens The 10th Most Valuable Digital Transformation Company in 2020. Analitics Insight Most Innovative XR in Education Company in Europe in 2021. Corporate Vision Most Innovative #XR in Education Company in Europe in 2022. Global Business Insight Awards

COMPANY REEL

▶

ACTIVITIES
Development, Design and Content Production, Consultancy, Education (ONLY XR study programmes - Bussiness Schools and Universities)

TECHNOLOGIES
VR - Virtual Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence

MAIN MARKET
USA, Canada, Arab Emirates, Saudi Arabia, Mexico and India

Madrid in Game

CLIENTS
City of Madrid

LOOKING FOR
End client

Our contribution to Madrid in Game has been developed through a series of strategic activities, including: Consultation and technical assistance in the design and conceptualization of experiential laboratories, Guidance and training in advanced immersive technologies available in XR, Sound and Virtual Production Labs, Design, conceptualization, development, launch, and activation of the Virtual Campus, Design and implementation of the Skill Gap mentoring and coaching program for startups. Madrid in Game, an initiative of the Madrid City Council, is a transformative project that focuses on companies and society with the purpose of being a driver of socio-cultural and economic change through gamification. It was created to promote innovation and technology within the ecosystem of the video game industry at local, national and international level.

Overlat is an immersive studio focused on interactive experiences formed by professionals with more than 20 years of experience in diverse fields such as video games, cinema, and audiovisual production. Our goal is to create interactive experiences with high-quality content, that take into account the nuances of each project, and offer new ways to tell stories. We have a wide range of skills and experience in fields such as video games development, film production, and audiovisual creation.

COMPANY
www.overlat.com

CONTACT
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javier.lajara@overlat.com

ACTIVITIES
Development, Design and content production

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality

MAIN MARKET
France and Italy

VRchat Persistent World

CLIENTS
London Raindance Film Festival

LOOKING FOR
End client

In 2019, we were commissioned by Raindance Immersive Festival to create a London-inspired persistent social place for their events during pandemic times. Since then, it has been home for all the events of the festival for several editions. Home to creators' meetings and interviews, film projections, parties, and award ceremonies. It was the best way to enjoy new indie games, fantasy worlds, art shows, and live performances from the comfort of our home.

QUASAR DYNAMICS

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CONTACT
Javier Ortizá Palomares
CEO
jortiza@quasardynamics.com

AWARDS
Indie Games Málaga 2021

Quasar Dynamics is a Valencia-based consultancy that specializes in innovative services. We leverage technology in order to bridge companies with pioneering technological solutions. Our role goes beyond education; we are dedicated guides, assisting in skillfully navigating and overcoming the complexities faced on the path to digital transformation. We're looking to share our know-how to potential clients and partners eager to delve into groundbreaking solutions, empowering them to master more complex challenges. We offer a wide range of services in regards to open innovation: Virtual Reality, Augmented Reality, Immersive Reality, Mixed Reality, Video 360º and advanced 3D technologies. Our goal is to transform the seemingly impossible into reality, bringing you to the forefront of new digital experiences.

ACTIVITIES
Development, Design and Content Production, Producer, Software, Consultancy

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence

MAIN MARKET
UK, Finland, Norway and the Netherlands

Euroleagueland Basket

CLIENTS
Turkish Airlines, Euroleague Basketball

LOOKING FOR
End client

The Euroleague Basketball, sponsored by Turkish Airlines, launched an innovative metaverse developed by Quasar Dynamics, revolutionizing fan engagement. This platform featured interactive meeting rooms, exclusive areas for sponsors and VIPs, and various minigames. It allowed users to personalize avatars and immerse themselves with live content, including star player interviews and DJ sessions in the Stark Arena itself. Attracting 33,000 participants, this innovative initiative offered fans a unique and immersive way to experience basketball digitally.

COMPANY
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www.unionavatars.com

CONTACT
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CEO
cai@unionavatars.com

AWARDS
Best startup in the 22@ Network

Linking Realities is the first avatar company to provide identity solutions for the metaverse, bridging identity management with 3D virtual worlds for an open metaverse. By using NFT, we can build an interoperability system aimed at providing the best user experience, reducing the friction associated with onboarding Web3 users. Currently our avatars are photorealistic and Our Cloud service is licensed on a monthly basis through access to our API, orienting us B2B for companies that develop virtual platforms, 3d worlds or video games.

ACTIVITIES
Development, Design and content production, Software, Events

TECHNOLOGIES
VR – Virtual Reality, Blockchain

MAIN MARKET
Europe

Union ID

CLIENTS
Usuarios web2 and web3

LOOKING FOR
Funding

UnionID is a digital identification solution based on blockchain technology intended to be the next identification standard for Metaverse. Our proposal starts with the creation of a realistic avatar from a single selfie in just 30 seconds, and then mints this avatar into a nested NFT that will contain the user's identification data, which we call Soul NFT. This data is non-transferable and will remain in the user's wallet forever.

Metaverse

VIRTUALWARE

COMPANY
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www.virtualwareco.com

CONTACT
Aida
Global Communications Manager
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AWARDS
2022 Technology Excellence Award (Brandon Hall Group) 2021 The world's most Innovative VR Company (by AIXR)

COMPANY REEL

Virtualware is a global pioneer in developing Virtual Reality solutions for major industrial, educational, and healthcare conglomerates. Since its founding in 2004, the company has garnered widespread recognition for its accomplishments. In 2021, Virtualware was acknowledged as the world's most Innovative VR Company. It is based in Bilbao, Spain, and has offices in Hamilton, Ontario, Canada. Virtualware's flagship product VIROO is the world's pioneering VR as a Service (VRaaS) platform, makes Virtual Reality accessible to companies and institutions of all sizes and sectors. It is an all-in-one digital solution that enables the development and deployment of multi-user Virtual Reality applications remotely.

ACTIVITIES
Software

MAIN MARKET
Europe and Canada

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality

VIROO

CLIENTS
With a diverse client base that includes GE Hitachi Nuclear Energy, Ontario Power Generation, Petronas, Iberdrola, Alstom, Guardian Glass, Gestamp, Danone, Johnson & Johnson, Biogen, Bayer, ADIF, the Spanish Ministry of Defense, Invest WindsorEssex, McMaster University, University of El Salvador and EAN University, and a network of partners worldwide, Virtualware is poised for further global expansion.

LOOKING FOR
Distributor

VIROO is the world's pioneering VR as a Service (VRaaS) platform, that makes Virtual Reality accessible to companies and institutions of all sizes and sectors. Used by 40+ global entities including GE Hitachi, Spanish Ministry of Defense, and universities, the VR enterprise platform simplifies multi-user VR application development and remote deployment, making VR adoption easy, agile, and scalable.

Metaverse

YBVR°

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www.ybvr.com

CONTACT
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Immersive Content Manager
valeria@ybvr.com

AWARDS
Best Start-Up Tech Company - Silver Category at SportsPro OTT Awards, 2022.
World Football Summit Start Cup Competition by GSIC, 2018.
Batch 4 at the Vive X HTC Accelerator Program

COMPANY REEL

Yerba Buena VR (YBVR) is a world leader in sports in VR/MR, a technology company with Spanish DNA whose main purpose is to bring emotions closer to sports fans by providing a unique experience that transports them to their favorite sporting events without leaving their homes. YBVR is a one-stop-shop that has been in the market for building the next generation of live immersive video experiences in VR/360, unleashing the potential of immersive broadcasting by providing unparallel immersive experiences to sports fans connected from anywhere with any device: mobile, web, TV, and, of course, XR devices.

ACTIVITIES
VR - Immersive Live streaming

TECHNOLOGIES
VR - Virtual Reality, MR - Mixed Reality

MAIN MARKET
US, Europe, Canada, Australia, Japan, Singapore and Latin America

EuroLeague TV VR

CLIENTS
EuroLeague fans

LOOKING FOR
End client

EuroLeague TV VR is the App that allows fans to sit courtside at top games of the EuroLeague Basketball without leaving their homes. It provides an immersive experience that is available on multiple devices (VR/MR headsets, Mobiles/Tablets, and PC/Macs). This solution is particularly innovative because it gives fans the chance to decide what to do and "where to sit" at any time by giving them the power to seamlessly change between multiple 360°/180° cameras strategically situated at the venue.

3D VIRTUAL SPACES

In 3D Virtual Spaces, we aspire to lead the forefront of immersive technology, transforming the way people interact with the digital world. We strive to provide extraordinary visual and sensory experiences that inspire imagination and enable our clients to explore new dimensions of creativity and communication. Our mission at 3D Virtual Spaces is to design and develop innovative, customized solutions in the field of immersive technology. We work tirelessly to create high-quality three-dimensional experiences that drive the success of our clients, whether in product presentations, training, education, or entertainment. We are committed to staying at the cutting edge of technology and delivering exceptional service that combines creativity, technical expertise, and a passion for innovation.

COMPANY
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www.3dvs.es

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COMPANY REEL

▶

ACTIVITIES
Development, Design and Content Production, Industrial Design, Events

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence

Triliving

LOOKING FOR
Funding

3D Virtual Shopping Center where users can enter with their avatars into different stores within it and make purchases. At the same time, these avatars can interact with each other, allowing them to make joint purchases with other avatars and request on-site technical assistance from an avatar representing the store they are in, to receive help or information. Access can be done through a mobile device, tablet, PC, or Virtual Reality devices from any web browser.

We create Aumented Reality experiences. Modik is a creative studio focused on Art Direction, Animation and Motion Design. We create AR experience with character and visual strength to innovate in packaging products.

ACTIVITIES
Development, Design and Content Production, Producer, Aumented Reality services

TECHNOLOGIES
AR - Augmented Reality, Web XR, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
USA

COMPANY
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AWARDS
Pentawards

COMPANY REEL

Food AR for WonderCan

CLIENTS
Supperstudio (Wonder Can)

LOOKING FOR
Funding

A packaging becomes innovative and adds a digital reality, when scanning it Food AR app activates real-time content that overlays the physical product. This way we can view this content through a mobile device with connection to internet. This content can be very diverse, from a video, an animated illustration or the display of data or text.

VERIS BEHAVIOR

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in

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in

COMPANY REEL

▶

Veris Behavior develops technology that merges virtual reality, neuromarketing, and data analytics to conduct immersive market research. By replicating the shopping environment in a virtual space, it enables Retail and Consumer Goods companies to validate their marketing, sales, and product strategies before launching them to the market, optimizing the return on their investment. Additionally, by allowing an in-depth analysis of consumer interactions and responses to various marketing stimuli in a natural shopping environment, it offers businesses significant savings in areas such as packaging design, validation of advertising material, launching new products, planogram optimization, promotions or pricing strategy, category management, shopper analysis, and more.

ACTIVITIES   **TECHNOLOGIES**
Software   **VR - Virtual Reality**

MAIN MARKET
Spain and Mexico

Digital Twin VR of Aeromarket Retail for Market Research Insights

Understanding Customer with VR

CLIENTS
Grupo Aeroportuario del Pacífico

LOOKING FOR
End Client, Funding & Research Agency Partners

Facing global competition and modern traveler needs, GAP Duty-Free aimed to refine product assortment, redesign store layouts, understand the shopper journey, and customize offerings based on traveler behavior. Using Veris Behavior's VR, Neuromarketing, and Data Science, they created a digital twin of their Aeromarket store, replicating every SKU. The VR Scenario and Study Configurator tool allowed continuous scenario adjustments. This approach helped GAP pinpoint optimal retail setups, enhance customer engagement through eyetracking, refine store layouts from VR insights, and evolve promotional strategies for real-world impact.

VISYON creates immersive experiences (VR, AR, MR, video mapping,...) that connect brands and companies with people through meaningful and breakthrough virtual content. We explore new realities using cutting-edge technology and creativity.

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AWARDS
The Webby Awards, Cannes Lions, awwwards, The Lovie Awards, FWA, InmersivaXR

COMPANY REEL

ACTIVITIES
Development, Design and Content Production, Producer, Software, Consultancy, Events, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Blockchain, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

Puig - The Icon

CLIENTS
Puig, Lolacasademunt, Asics, Nike, Desigual, Mark&Spencer, Adidas

LOOKING FOR
End client

Launch of the new perfume The Icon. An invitation was made in AR for the event in which an avatar of Antonio Bnaderas (brand ambassador) was developed that was launched in AR from a QR with the audio of Antonio Banderas himself with lipsync in his avatar. A series of multi-user VR experiences were carried out with the colors/image of the perfume that was launched. The influencers will face collaborative challenges in different environments with their personalized avatars. A memorable experience that they could share with their followers.

Tourism and Cultural Digital

ARSOFT makes it easy for industrial and health sector companies to deploy XR technologies in a sustainable and industrialized way.With NEXTMED, ARSOFT enables medical professionals to work with Augmented, Virtual and Mixed Reality technologies in their day to day. We have developed a complete platform that includes artificial vision and artificial intelligence algorithms to automatically segment anatomical regions and allow their study with immersive technologies to facilitate surgical planning. This technology is already successfully implemented in hospitals and has the support of the medical community.

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AWARDS
DiarioMedio, 2022: Award to Digital Transformation in the medical sector. La Razón, 2022: Award "A tu salud", Healthcare digitization

COMPANY REEL

ACTIVITIES
Development, Design and content production, Software, Consultancy

TECHNOLOGIES
Computer Vision, Artificial Intelligence

Nextmed

CLIENTS
Hospitals

LOOKING FOR
Funding

NEXTMED is the first industrialized platform to allow medical professionals to study medical images with Virtual and Mixed Reality thanks to a fully automated process that includes automatic segmentation. Our platform includes:
(1) Automatic Segmentation with our own Computer Vision and AI algorithms for
(2) Fully automatic system to visualize 3D anatomical reconstructions automatically created using Virtual Reality and Mixed Reality. This platform has already being validated with more than 1000 patients and is already being used by different hospitals. We are looking for investment to start commercialization of the platform worldwide.

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CONTACT
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AWARDS
**Best Spanish Emerging
Company by Global Startup
Awards (2019). Finalists
of the Rural Tourism
Competition by UNWTO
(2020). Best SME CEO in
Spain by CEO Club (2020).
Chosen among the top 20
companies in the world
that will change tourism by
UNWTO (2021).**

COMPANY REEL

AR Vision is a Spanish company that develops scalable products based on immersive technologies; augmented reality, virtual reality, and mixed reality. The strong point of AR Vision is identifying market needs and creating unique solutions that provide real value to the user, all from a perspective of profitability, automation, and scalability. It has four developed products, with its flagship being CultuAR, a tool for digitizing tourist destinations through the enhancement of their cultural, tourist, and commercial heritage. Named as one of the 22 Spanish startups to change tourism by Forbes (2021), there have been numerous recognitions achieved at both the company and product level, which shows the effort and direction towards the goal of leading and promoting the universal use of immersive technologies, improving people's lives through the creation of solutions that break physical barriers and help understand and live in mixed realities.

ACTIVITIES
Development, Software

TECHNOLOGIES
**VR - Virtual Reality, AR - Augmented
Reality, MR - Mixed Reality,
AI - Artificial Intelligence**

MAIN MARKET
Latin America

CultuAr

CLIENTS
Spain and Latin America

LOOKING FOR
Distributor and End client

CultuAR is a free app based on augmented reality technology for tourists. It provides a dynamic and interactive experience by offering a variety of virtual content, such as 360-degree videos, 2D-3D models, images, audio guides, linked web pages, alerts.., which comprehensively showcase all the points of interest and routes in the municipality. It also includes a management panel for the municipality to update and modify the information in the application. Additionally, it features a Big Data module to understand the behavior of tourists.

AUMENTA SOLUTIONS

COMPANY
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AWARDS
American Advertising Awards

COMPANY REEL

Aumenta Solutions provides Augmented and Virtual Reality applications to industry, e-health engineering and architecture professionals increasing productivity and efficiency in key business processes. Aumenta Solutions has a team of professional and highly qualified technology partners who offer the best Augmented or Virtual Reality solution for your business.

ACTIVITIES
Development, Design and content production, Software, Education (ONLY XR study programmes -Bussiness Schools and Universities)

MAIN MARKET
USA, Germany and Ecuador

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, Others (Videomapping, Holograms, Photogrammetry, IoT…)

5G Powered AR Holograms

CLIENTS
Mobile World Capital

LOOKING FOR
End Client

Virtual assistants based on 360 volumetric video and displayed using Augmented Reality powered by 5G. As example, discover the main activities and events related to 5G technology during the last MWC22 by downloading the APP 5G Railway Lab developed by Aumenta solutions.

We are a Startup that develops our own content in virtual and Augmented Reality in the field of education, culture and publishing. Creating applications from which we can implement 3D models in AR in learning environments, Workshops.

ACTIVITIES
Development, Design and content production

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR

MAIN MARKET
Portugal and South America

COMPANY
www.cienciavr.com

CONTACT
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AWARDS
Most Innovative Project Award "Go2Work EOI" 2021

COMPANY REEL

Ar-T. Immersive Cultural Cities

CLIENTS
Museums and cultural entities, government organizations

LOOKING FOR
End client and Funding

Museums and cultural spaces are giving rise to an increasingly booming tourist attraction, giving added value to cities. CienciaVR develops cultural resources in Augmented Reality to create spaces for disruptive learning in the streets through immersive interactive experiences. We bring art closer to our society, establishing new spaces of knowledge. We create a network of virtual spaces through our app, where each entity provides the content it wants to expose in an original and unique way.

Tourism and Cultural Digital

We are a boutique, Madrid-based company that was launched by computer engineers. We develop unique solutions that bring together the real and virtual worlds. Using cutting-edge technology and agile approaches, we enjoy working with creative ideas and turning them into technological innovations.

ACTIVITIES
Development, Software, Consultancy

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Spain, USA and Germany

crowtec

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CONTACT
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AWARDS
Innovative SME by AENOR, Award for Excellence of the Madrid Social Economy for the best Entrepreneurial Project by ASALMA, Top 100 Startups Santander X Global Award, Pitch Competition Finalist Startup Olé, Impulsa Vision Acceleration Programme RTVE, IBM Award at Global Urban Datafest, First Award Startup Programme Enterprise, Challenge PwC Special Award, Rafael del Pino Foundation Award, Redemprendia Award V Edition University Entrepreneur Awards UCM, Best Final Year Project by Sopra

Map of History

CLIENTS
RTVE, Madrid City Council, Complutense University of Madrid, San Francisco City Council Lorenzo de El Escorial

LOOKING FOR
Distributor

Map of History (MoH) is an Augmented Reality experience where the game takes place in the real world. It unites a virtual world, where the player is the main character of a story, and the real world, where the player has to move physically to complete the adventure.

EMERSIVE

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AWARDS
Award for the Best Idea in the Artificial Intelligence category in Industrial Track 4.0

COMPANY REEL

Emersive is a new startup born from the GTA Innovation business group, founded in 2002, dedicated to the design of innovative solutions aimed at creating experiences for events. In 2020, we decided to put the learning and knowledge gained with GTA at the service of the industry. Thus, Emersive was born. Emersive is a company specialized in the development of applications in virtual, mixed, augmented reality and artificial intelligence. We design and create solutions for our clients and develop immersive learning processes and impactful experiences aimed at companies seeking to assimilate into industry 4.0. Therefore, with technology as a base and the challenges faced as a drive, we continue to investigate to create innovative solutions for our clients.Behind Emersive there is a multidisciplinary team, always eager to learn new things to adapt to the technological trends of each moment and, thus, offer the best response to our clients. We are Emersive. Welcome.

ACTIVITIES
Development, Design and Content Production, Software, Events

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Portugal and France

La Bastida

CLIENTS
Town Council of Totana (Murcia)

LOOKING FOR
End client

Virtual reality application in which a visit to the archaeological sites of La Bastida, in Totana (Murcia), is experienced.

Tourism and Cultural Digital

IBERCOVER
S T U D I O

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AWARDS
**Helixa Innovation Awards.
Award for the Most Innovative
Tourist Product. XR Parks.
Regional Government of
Castilla-La Mancha**

COMPANY REEL

Creates digital immersive experiences through Video Mapping, Virtual Reality, Augmented Reality and AV installations. We work with lighting and sound design, with images and technology.

ACTIVITIES
Development, Design and Content Production, Industrial Design, Producer, Events, Press and Divulgation, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

MAIN MARKET
Saudi Arabia, UK, Uruguay and Arab Emirates

Archaeological XR Parks

CLIENTS
**Board of Communities of
Castilla-La Mancha**

LOOKING FOR
End client

Based on VR and AR we have created 360º immersive experiences, a unique method of dissemination that, as an innovative tool, facilitates access to information in a more interactive, didactic, educational, promotional and extremely fun way. In this way, all visitors to the Archaeological Parks of Castilla-La Mancha will be able to travel back in time and experience, virtually, what the Parks used to be like in the past. They will be able to walk through the streets, squares and monumental buildings of the ancient towns or cities, as well as approach the social, economic and cultural way of life of the period and analyze how it has evolved over time. In short, experience history from the interior.

Innoarea was born with the aim of bringing innovation to companies and promoting the brand's message through intelligent Extended Reality (XR) solutions and devices. We are always looking to improve processes, the connection of work teams and productivity in the industrial sector companies. We work hard to improve every day and to learn in order to adapt to the devices and latest technology. VR & AR developers, programmers and a marketing and design team formed by 3D artists, account executives, business development managers and social media managers.

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AWARDS
La Lluna 2021, APP and webs category

COMPANY REEL

ACTIVITIES
Development, Design and Content Production, Producer, Software, Events, Education (ONLY XR study programmes - Bussiness Schools and Universities), Health

MAIN MARKET
EMEA

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Others (Videomapping, Holograms, Photogrammetry, IoT,...)

PortAventura: VR Roller Coaster

CLIENTS
PortAventura

LOOKING FOR
End client

Virtual Reality experience adapted for people with functional diversity at PortAventura, the main tourist complex and amusement park in Barcelona. Users stand on a wheelchair-adapted platform where they put on the virtual reality goggles. In the virtual reality experience, users experience the roller coaster ride in first person, while the platform moves in line with the twists and turns of the virtual ride.

Tourism and Cultural Digital

ImmersivePro

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COMPANY REEL

Immersive Pro is a company with over 6 years of experience in the immersive sector. Its activity consists mainly of consulting services and custom development services for immersive projects and the Metaverse (virtual reality, augmented reality, mixed reality, and Web3D). We work with the agile work methodology under the Scrum framework. Our vision is to facilitate businesses' access to the Metaverse and its components, such as virtual reality, augmented reality, mixed reality, and Web3D, by creating accessible and scalable products.

ACTIVITIES
Development, Design and Content Production, Software, Consultancy, Education (ONLY XR study programmes - Bussiness Schools and Universities)

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence

MAIN MARKET
Latam

Escape Room MR

CLIENTS
Cathedral of Segovia

LOOKING FOR
End client

One of the world's pioneering mixed reality heritage projects takes us on a journey back in time. This innovative initiative recreates a prominent historical bishop from the Segovia Cathedral, inviting participants into an escape room adventure where they can engage and interact with the bishop as if he were a living presence. This remarkable application has been developed for use with the cutting-edge Meta Quest Pro glasses and is seamlessly adapted to the latest Meta Quest 3 platform, offering an immersive and historically rich experience.

Tourism and Cultural Digital

LOOKISH SPAIN

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AWARDS
In 2022, we emerged as winners in Pangea The Travel Store's challenge, focusing on digitalizing travel agencies' value chains in Valencia's Digital District program. Our collaboration with Barrabés and Globaldit led to a pilot project in the Valencian Community. Additionally, we reached the finals in the AMT DESTINATIONS ADWARS 2022 at FITUR, recognized for our solution in "Interaction with Tourists and Citizens".

COMPANY REEL

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CLIENTS
40 public institutions

LOOKING FOR
End client

Our solution lookish travel guide 1st virtual reality travel guide in the world. Experts in technological and audiovisual development applied to the tourism sector, as well as the installation of information totems and digital signage. Platform of integral intelligent management of the destination 360 vr photography 360 vr videos with drone shots 2d photos promotional videos professional audio guides in any language professional video guides in any language sign language videos professional translations in any language intelligent signage qr codes and beacons web and app development and design our latest novelty is the 360 vr interactive videos in which we are also pioneers in its use for the tourism sector.Currently we have available tourist information of more than 30 destinations of different sizes from small inland as well as larger ones, equivalent to more than 600 tourist resources of the Valencian community in virtual reality.

ACTIVITIES
Development, Design and content production, Hardware, Software

MAIN MARKET
Columbia

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality

Lookish Travel Guide

LOOKISH SPAIN is the first virtual reality tourist guide application in the world, using 360 technology, including interactive map. All the official tourist information of the destination in a single app. Create your own routes, leave your comments, add your favorite tourist sites to favorites, share through any social network... Our goal is to improve the tourist and resident's experience. It helps you in all the phases of the trip: Before, During and After. DISCOVER, LIVE AND REMEMBER YOUR FAVORITE DESTINATION.

SNGULAR

COMPANY
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[in] [X]

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AWARDS
Best XL Pavillion at the Dubai Expo 2020 ; "Architecture and Landscape" and"Best Innovation that Drives Mobility award", given by "The UAE Innovates Awards"; Unity Awards for the game "Skull Legends" (2013), "World Rally Championship", Best video game coin-op in Europe (coin-op fair of Frankfurt) (1994), "DrawPets", Best Android video game "AppDate Awards 2012", given by Samsung, "DrawPets", Dr. Blue Laboratory", best innovative video game (Microsoft AppCampus Funding Project, 2014).

Sngular Studios emerges from the technical and creative diversity of Sngular's innovative ecosystem, as a consequence to the market challenges in specific areas such as gamification, visual design, mixed realities or experiential marketing. We are leaders and visionaries in the creation of multimedia and interactive visual experiences, and we always do it by enjoying the journey. A perfect balance between artistic quality and technological capabilities. We work in four different business sectors: VR/MR/AR in the industry, Museums, Video Games and Experiential Marketing.

ACTIVITIES
Development, Design and content production, Software, Consultancy

TECHNOLOGIES
VR – Virtual Reality, AR – Augmented Reality, MR – Mixed Reality, Web XR, AI – Artificial Intelligence, Blockchain, Others (Videomapping, Holograms, Photogrammetry, IoT…)

MAIN MARKET
Saudi Arabia, United Arab Emirates and USA

BBVA Virtual Museum

CLIENTS
BBVA

LOOKING FOR
End Client

The BBVA Foundation has a large collection of works of art, but it had no way of showing them to the public due to the lack of an appropriate physical space. That's why Sngular has created, using WebVR and A-frame, a virtual museum where visitors can enjoy the entire collection, and the managers of the VR museum have the possibility of creating different visits from their own wordpress via a CMS (Content Management System).

VISYON creates immersive experiences (VR, AR, MR, video mapping,...) that connect brands and companies with people through meaningful and breakthrough virtual content. We explore new realities using cutting-edge technology and creativity.

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in

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in

AWARDS
The Webby Awards, Cannes Lions, awwwards, The Lovie Awards, FWA, InmersivaXR

COMPANY REEL

▶

ACTIVITIES
Development, Design and Content Production, Producer, Software, Consultancy, Events, Health

TECHNOLOGIES
VR - Virtual Reality, AR - Augmented Reality, MR - Mixed Reality, Web XR, AI - Artificial Intelligence, Blockchain, Others (Videomapping, Holograms, Photogrammetry, IoT,…)

Sorolla Through the Light

CLIENTS
Museo Girona, Casa Battló, Frida Kahlo, Palau Moja, Vivim

LOOKING FOR
End client

"Sorolla through light" is a multi-user VR experience that takes visitors back to Sorolla's time. More than 30 visitors are transported simultaneously during an 8-minute experience, as if in a time tunnel, to the time of the Valencian painter from an unprecedented perspective thanks to VR LBE technology. Being able to move freely around Sorolla's original studio and walk with Clotilde and María along the Malvarrosa beach, within his painting "Walk along the Seashore". 1300 person/day during 8 months in PalacioReal - Royal Palace (Madrid).

XR
from❌SPAIN