



Barcelona's talent is on show at the ISE to boost the local audiovisual sector

- » The City Council, with its own stand and specific programming, supports the audiovisual sector
- » Barcelona concentrates 57.1% of jobs and 61.7% of companies with employees in the sector in the Catalan area in 2022.
- » Through Barcelona Activa, 10 companies from the city will be present and exhibit their virtual reality and metaverse projects, among others
- » The Audiovisual Cluster of Catalonia will tackle key trends in the sector such as the revolution of virtual production sets with LED screens or immersiveness and opportunities in different audiovisual areas such as concerts or tourism

Barcelona City Council **boosts the city's audiovisual business and educational ecosystem** at the ISE fair that will take place from 31st January to 3rd February at the Gran Via venue of Fira de Barcelona. **Integrated Systems Europe is the world's leading fair** for the audiovisual sector. It is a trade fair that becomes a major showcase of avant-garde visual and auditory products and solutions where manufacturers and audiovisual service providers present the latest innovations developed for the commercial and residential market sectors. In this second edition, the city will be presenting the future of audiovisual with more than 800 exhibiting companies

The ISE will bring together the global audiovisual community in Barcelona, a fact that fosters the **international projection of the Catalan business ecosystem**, rich in content creation and the application of audiovisual solutions.

Barcelona City Council, through the **Councillor's Office for Creative Industries** and **Barcelona Activa**, together with the **Audiovisual Cluster of Catalonia** are present at the benchmark trade fair for the sector, presenting, from the city's stand, strategic municipal projects and supporting the local business and academic fabric in their international projection.

The Councillor for Tourism and Creative Industries, **Xavier Marcé**, highlighted the importance for Barcelona of hosting an exhibition such as ISE, which "brings together talent, business competitiveness and the creation of new innovative proposals in a strategic sector with enormous potential for growth such as audiovisual, in which our city is well positioned". "In each edition, the ISE shows us that the transformation process of this sector has been breathtaking, both from a

technological point of view and due to the effects of globalisation and the dynamics of business concentration that are happening everywhere", he added.



The city's own space is presented with the slogan **'The European hub for the audiovisual talent'**, and is located between Pavilions 4 and 5 of Fira de Barcelona Gran Via and counts on 250m². In this space, the services, resources and programmes offered by Barcelona City Council through Barcelona Activa to local and international companies and professionals in the audiovisual sector will be made known. The Barcelona stand is also shared with the Audiovisual Cluster of Catalonia which includes up to 165 of the main companies and institutions that cover the entire value chain of the audiovisual sector.



A **unique and immersive audiovisual installation** will be presented in which the attendees can participate. By scanning your image, you will symbolically enter Barcelona, where **you can virtually become part of the city's most emblematic places**. An experience that allows you to share remarkable spaces of the city and its audiovisual ecosystem.

The stand will have an **Agora** and a space where talks on current issues and networking activities will be organised. Projects and the latest initiatives will also be presented, such as the different programs organized by Barcelona Activa such as [Connectio](#), [Creamedia](#), the services of the [Oficina d'Atenció a les Empreses – the Business Support Office \(OAE\)](#) and the [Barcelona](#)



[International Welcome Desk](#), or the presentation of the [Digital Impact](#), the digital arts exhibition that will take place this spring at Disseny Hub Barcelona.

In addition, Barcelona Activa also brings to ISE **10 leading companies in the sector** that will present audiovisual solutions. The start-ups will exhibit projects linked to virtual or augmented reality, 3D visualisation, blockchain technology, the metaverse and immersive experiences, among others. The companies present at ISE 2023 with the help of Barcelona Activa will be: [Estudio Gurugú, Reality Telling, Inmersia, Brickken, Immersium Studio, Pixeldreams, Union Avatars, Wildbytes, Univrse and Broomx](#)

The **Audiovisual Cluster of Catalonia** presents the latest news regarding the main companies and institutions of the Catalan audiovisual industry in the sector at the trade fair. The companies that make up the Cluster will tackle the two key trends in the sector: the revolution of virtual production sets with LED screens and the boosting of increasingly real and immersive live experiences.

The Audiovisual Cluster of Catalonia will organise talks, professional meetings and roundtables in the Agora space to reflect on innovations, challenges and opportunities in different audiovisual areas, such as concerts or tourism, or talks with representatives of various clusters at European level, among other activities. The session "Conversation with David Gray of Lux Machina (NEP Group)" is worth highlighting - a meeting between David Gray, director of Lux Machina, the Californian company responsible for the virtual production in "The Mandalorian" and "House of Dragon" and Joel Mestre, country manager of Nep Group, who will talk about their experience in production with virtual sets in their productions.

Barcelona the main hub of the Catalan audiovisual sector

In Catalonia, the audiovisual sector is made up of more than 3,609 companies with a total turnover of 6,703 million Euros and employing around 31,000 people, according to the study "The audiovisual sector in Catalonia" carried out by the Strategic Unit and Competitive Intelligence of ACCIÓ and the General Directorate of Industry of the Generalitat de Catalunya. (Figures from May 2022)

Between 2017 and 2021, Catalonia received 54 projects from the sector, which raised 167 million Euros and generated 2,774 jobs. The capital invested in 2021 reached €47 M, a figure that represents a year-on-year increase of 36.5% signifying the best record in the historical series.

In Barcelona and the Metropolitan Area there is a diverse and cross-cutting industry, with companies that cover the entire audiovisual value chain: content, communication, events, technology, entertainment and media.

Barcelona is the main hub of the audiovisual sector in Catalonia and concentrates 57.1% of the jobs and 61.7% of the companies with employees in the sector at the level of Catalonia in 2022.



In the 4th quarter of 2022, the audiovisual sector in Barcelona reached **15,553 jobs**, a figure that represents **57.1% of total employment in the sector in Catalonia**. By sub-sector, publishing stands out, accounting for 68.6% of all jobs in Catalonia, followed by cinema, video and music (60.7%) and radio and television (21.2%).

In the 4th quarter of 2022, Barcelona registered **1,059 companies with employees in the audiovisual sector, 61.7% of those in Catalonia**. In this case, the most prominent subsectors are, in order, cinema, video and music (68.2%), publishing (59.7%) and radio and television (29.9%).

The audiovisual sector shows major business dynamism, and in this sense, it is worth highlighting that **57.2% of the productive fabric of the sector in Barcelona was established after 2011**, a figure that exceeds by 10 points the reference for all agents from the city

The districts with the most companies with audiovisual economic activity are **Eixample, Sant Martí, Sarrià-Sant Gervasi and Gràcia, which represent nearly three quarters (73.3%) of the sector as a whole in the city**. In terms of specialization (BCN=1), Gràcia stands out with a specialisation index of 2.0 and Sant Martí, with an index of 1.7, with particularly notable results in the neighbourhoods of Parc and La Llacuna in Poblenou (3.1), La Salut (2.7), Poblenou (2.4), the Vila Olímpica of Poblenou (2.2) and the Vila de Gràcia (2.0).

BARCELONA ACTIVA COMPANIES PRESENT AT ISE

BRICKKEN: It is a start-up focused on blockchain technology that has developed an app that allows any user and from anywhere to have access to funding for their project through the issuance and distribution of tokens.

Each project will have the independence to engage its community and future audience, monetising and building their loyalty by offering them an unforgettable experience combined with financial benefit.

They present at ISE how their application works and how this technology is truly innovative for the entertainment industry.

They will present "clips" from a social documentary that has been financed with their technology.

<http://www.brickken.com>

BROOMX: It is a technological start-up focused on creating immersive experiences in physical spaces through the combination of hardware, software and content platform.

They present at the ISE a specific solution for professionals in the health sector aimed at improving: the emotional well-being of patients, reduce the perception of pain, generate therapies that stimulate cognitive functions and work on adaptive skills.

<https://www.broomx.com>

ESTUDIO GURUGÚ: It is an audiovisual SME, focused on the creation of 360° VR video content, live 360 transmission, live sports tournaments and the holding of hybrid events.



They show at the ISE narratives through virtual reality produced by their studio with a new concept of narrative that incorporates video games, 360 video and ambisonic audio.

<http://www.estudioguruguru.com>

IMMERSIUM STUDIO: It is a start-up focused on the generation of learning solutions using Virtual Reality. They develop highly realistic experiences (real scenarios and people) that generate relevant contexts for their users in learning Skills such as teamwork, communication, problem solving, management skills, empathy.

At the ISE they will be demonstrating Soft Skills learning experiences through Virtual Reality and the use of 360 video. Users will be immersed in a situation where they will have to interact with different communicative profiles and learn which strategies work best in each of these profiles.

<https://immersiumstudio.com>

INMERSIA: It is a technological start-up that is developing the next generation of AR and VR smart glasses for daily use. Its glasses, InmersiaLens, with optical technology patented by Inmersia, offer the most immersive experience on the market in a very compact device and indistinguishable from conventional glasses.

They will be presenting for the first time the latest version of their inMirror optical system. The development consists of a compact projection system and thin, transparent lenses integrated into a pair of normal glasses, which provide AR and VR experiences with a degree of immersion close to 150° field of view.

<https://www.inmersia.com>

UNION AVATARS: It is the first avatar-focused start-up to offer identity solutions for the metaverse, uniting identity management with 3D virtual worlds for an open metaverse.

By using NFT, they can build an interoperability system aimed at providing the best user experience, reducing the friction associated with the incorporation of Web3 users.

Their proposal starts with creating a realistic avatar from a single selfie in just 30 seconds, and then minting that avatar into a nested NFT that will contain the user's identification data, what they call "Soul NFT". Users will be able to store digital assets that they want to take from one "platform" to others, remaining as the sole owners of their assets, maintaining full control.

www.unionavatars.com

PIXELDREAMS: this SME is a communication agency specialised in the application of 3D Visualisation for the areas of communication and digital marketing.

They use the most advanced 3D visualisation techniques, such as 3D animation, Augmented Reality or Virtual Reality so that their customers can show their services and/or products, on the internet, at events, at trade fairs, congresses, etc. The 3D visualisation allows customers to optimise decision-making in front of projects and also enables the sales process.

They will be presenting their software for Virtual Events in 3D, a computer application in desktop format that allows you to turn the computer desktop environment into a small film set for television for holding corporate events through holograms and virtual models interactive.

<https://pixeldreams.info>



REALITY TELLING: It is a recently created start-up focused on immersive experiences with 360/Augmented Reality/Virtual Reality technology for entities that operate in the socio-health sector.

One of its purposes is to connect brands, organisations and companies with causes through stories and 360/AR/VR content, achieving a positive impact for participants.

<https://www.realitytelling.com/>

UNIVRSE: is a start-up focused on the development of multi-user VR solutions and applications for transit spaces such as museums, cultural and sports institutions, industrial showrooms, trade fairs, marketing events, etc.

Its software allows you to easily run and manage any type of VR installation in physical spaces of any size and shape and for a large number of simultaneous users (100 or more).

They will show their software, Univrse Experience Manager, which on the one hand allows you to effectively and comfortably control all aspects related to a multi-user VR installation and on the other through Univrse Framework to speed up the work of content creators in the time to produce any multi-user VR experience/application.

<https://www.univr.se>

WILDBYTES: this start-up is an experiential innovation agency that creates products and services through immersive technologies such as Augmented Reality, Virtual Reality, Metaverse or artificial intelligence focused on global brands that seek innovative ways to connect with the your audience

At ISE, they will show their design and production capabilities for impactful, multi-platform and far-reaching experiences for consumer-oriented brands that aim to adopt the best strategy to access the Metaverse. They will show two experiences with H&M InnovationX and Pull& Bear live show on Roblox.

<https://www.wildbytes.cc/>

COMPANIES ASSOCIATED WITH THE AUDIOVISUAL CLUSTER OF CATALONIA AT ISE 2023

The 31 members of the cluster participating in ISE 2023 will be present at the trade fair with their own stands and also under the umbrellas of the stands of Barcelona City Council and ACCIÓ, and they will exhibit unique experiences and audiovisual solutions, such as:

WINDOWSIGHT: based in Barcelona, it is a streaming platform for the exhibition of visual arts from any television that gives access to an archive with more than 12,000 artistic pieces from more than 200 creators from all over the world. In collaboration with the ISE, at the trade fair they will present a visual and cultural experience: a 1,000m² corridor with 36 large screens on the sides where 540 works are projected.



GRUP LAVINIA I UNIVRSE: Lavinia, a group of companies dedicated to creating, producing and disseminating digital and audiovisual content, and Univrse, a technology company that creates immersive experiences with virtual reality and augmented reality, jointly present a multi-user virtual reality experience in a space of 380 m².

ONIONLAB: the Catalan company internationally recognized for using projection mapping and virtual reality in events and audiovisual shows brings the installation "Xarxa", an immersive experience that connects emotions, music and light.

SONO: is a company based in Barcelona that offers comprehensive solutions for events, integration and museum projects, stages and audiovisual installations. At ISE, they are presenting Edison PRO, an innovative playback application that uses augmented reality and virtual environments to turn presentations and talks into immersive experiences. SONO has created the immersive experience of the Barcelona City Council stand shared with the Audiovisual Cluster of Catalonia at the ISE.

CCMA: The Catalan Corporation for Audiovisual Media (CCMA) will have a 200 m² stand where it will offer, among others, the broadcast of songs from the "Eufòria" concert recorded with 360° 3D technology, and the live broadcast, with 360° cameras, of the performances of the Castellers de Vilafranca.

GESTMUSIC (BANIJAY IBERIA): Gestmusic presents its avant-garde virtual screen, a new experience for any type of company that wants to make a production based on virtual environments with high-end technology. The set manages to integrate virtual environments in which to design and record audiovisual products, from commercials to television programmes, fiction and entertainment.

D&B AUDIOTECHNIK: will exhibit a whole range of design solutions and specific installation technology. In its Demo Room, visitors will be invited to experience the d&b Soundscape and learn about object-based audio playback and its benefits.

INFILED: leading global company in the development and manufacture of large LED video equipment, with headquarters in Shenzhen and a subsidiary in Barcelona, among others. INFILED's stand at ISE will have more than ten installations. They will present an XR studio for real-time demonstrations of advanced XR solutions and virtual production. In addition to the TITAN-X solution, it provides transparent screens for events.

VISION: exhibits a film set of LED screens and offers a roundtable to discuss its new VIVIM project.

LANG IBERIA: is a supplier of video equipment, offering rental and sale of high-end products and their installation and operation.

BLIT: is a creative content studio for brands, events, music and art. They work with large companies and institutions from visual design to immersive experiences



BLACKFISH: will exhibit the range of solutions they offer, such as the manufacture of media servers to feed the LED screens on TV recording sets; better mapping tools; a set of your own to make live performances or recordings in virtual environments. You can see a 360 VR tour of their studio, as well as an immersive experience in some of the environments they've created this year.

EBANTIC: will present its new projects in Blockchain Integration, AI, news writing in the cloud, exchange systems and collaborative management of news and programmes, news web portals and Industry 4.0.

EMOGG: is a company that offers technology capable of identifying the emotions of users in live sessions of, for example, online video games.

MINORIA ABSOLUTA: through their company Layers of Reality they have created several immersive experiences in some stands of the trade fair, such as the one in Catalunya Media City.

NRD MULTIMEDIA: it designs audiovisual production centres with open and scalable professional solutions for each client.

Companies such as AVIXA, FX Animation, Eurecat, Ecija, Bah Studios, Ovide, Filmsnomades, Cymatic, NEP, Caixaforum, Filmin, XAL and Serializados will also be present, participating in talks and meetings.