

## The Barcelona City Council promotes the local audiovisual sector, offering nine cutting edge companies space at the ISE

- » The council supports the city's audiovisual ecosystem with its own stand, shared with the Audiovisual Cluster of Catalonia, and specific programming
- » The revolution of virtual production sets, the boosting of immersive experiences and the rise of avatars, are among the trends of this new edition of the ISE in Barcelona
- » Major companies such as Sony, Filmin, as well as Catalunya Film Festival, or associations of the video games and animation sector such as Devicat or Proanimats will intervene on the City Council stand with talks related to the sector
- » Barcelona has made a commitment towards new audiovisual technologies and the growth of this sector and will have a creative pole in the Palo Alto complex, a project that will also be presented at the ISE

Barcelona City Council reaffirms its support for the city's audiovisual ecosystem and joins the 2024 edition of the Integrated Systems Europe (ISE), which will take place at the Fira de Gran Via venue, between on 30<sup>th</sup> January and 2<sup>nd</sup> February. The City Council, with the collaboration of the Audiovisual Cluster of Catalonia, will have its own stand of 256 square metres located in the Congress Square area. This space will be a showcase for local creative and audiovisual talent and a meeting point for the ecosystem on a local and international scale, and will host nine cutting edge companies in the technological and audiovisual sectors.

This year, the trends of the current edition of the ISE will be marked by the revolution of virtual production sets, the boosting of immersive experiences and the rise of avatars. The economic promotion agency Barcelona Activa will accompany the 9 companies that will have space at the municipal stand, which have in common their outstanding role in the audiovisual world. They are companies that apply the newest and most advanced technologies, such as artificial intelligence or robotics.

In addition, the council will host roundtables and presentations from key organisations such as Catalunya Film Festival and major companies, such as SONY and FILMIN, within its stand. Likewise, DEVICAT and PROANIMATS will play a prominent role on the municipal stand. They are professional associations of video games and animation, which will interact with creative projects from the School of Audiovisual Media, EMAV.

Barcelona is committed towards new audiovisual technologies and economic growth in the city in this sector. The city will have a creative pole in Warehouse E of the Palo Alto complex, with 2,000 square metres which, with the companies Ingenia Cultura, Arsmediatech and Lavinia, will have a laboratory and creative tools for companies in this area. And the Palo Alto pole will also be the protagonist of one of the talks at the municipal stand.

**Programming of activities with the local ecosystem**

The city will offer specific programming for the Trade Fair, which this year reaches its 20th edition and consolidates Barcelona as the world capital of audiovisual talent. According to the International ICCA ranking, in fact, the Catalan capital is the fourth city in the organisation of international conferences and the first in number of attendees. And according to Decoding Global Talent, it is the ninth most attractive city for talent in the city.

The Audiovisual Cluster of Catalonia, which gathers together 185 of the main companies and institutions of the Catalan audiovisual industry, will bring the latest developments in the sector to the ISE, where it will address key trends in the sector such as the revolution of virtual production sets, the boosting of immersive experiences and the rise of avatars. Some of its partner companies will participate in sessions in the agora of the municipal stand, such as the one that will address trends and new developments in the sector and organise, for the first time, a Job Market so that partner companies can incorporate new talent into their projects. It is a meeting point to enable direct contact between companies and candidates through ten-minute meetings and participatory dynamics and will be carried out with the collaboration of Barcelona Activa, which is responsible of the selection of candidates.

The City Council's stand at the ISE will offer individualised advice from the various municipal services and will have an agora area for meetings, presentations and collective activities and with the audiovisual exhibition *Solstici*, an interpretation by four artists (Bernard Arce, Foreal, Dedo Ciego and Maria Diamantes), which will be open to people visiting the trade fair. It is an adaptation of the exhibition that OFFF Festival brought to Plaça Universitat last winter. The agora will host activities such as the talk by the artistic director of the DHUB, José Luis de Vicente, about the Llum BCN festival and about the retrospective proposed by the British collective UVA at the DHUB coinciding with the festival.

**The companies of Barcelona Activa present at the ISE:**

**Union Avatars.**

Its develops digital identity solutions for companies looking to expand their presence in virtual and augmented reality environments and platforms.

It will present its 3D avatar creation tool and exhibit the latest projects carried out throughout 2023 for fashion brands, music groups and innovation fairs. They want to explain how brands and

events can use 3D avatars and artificial intelligence as an innovative way to interact with their audience and promote their products or services.

#### **ONInOFF.**

Onionlab is a company notable for immersive experiences and digital creation that stands out nationally and worldwide. Since 2008, it has developed cultural immersions for museums, light festivals, creative centres and music events. Its latest initiative, OnInOff, aims to revolutionise the creation of immersive and interactive spaces.

#### **BLIT.**

It is a creative studio specialized in the creation of visual content for brands, events, music and art and associated with the Audiovisual Cluster of Catalonia.

They will present their new "3D OOH" billboards. The new service developed combines state-of-the-art technology with creative innovation in order to offer an immersive advertising experience.

#### **INMERSIA**

They develop the next generation of smart AR and VR glasses for their users, offering the best immersive experience with their own patented optical technology.

They will present the latest prototype VR-AR glasses, much more evolved than now incorporates an innovative "foveation" system. This system allows the pixels of the image to be redistributed, providing a resolution equivalent to an 8K projector.

#### **Metacampus.**

It is a Professional Development Hub that prepares companies, professionals, start-ups and brands in Virtual Economy, AI Tools, Culture and Web3 language, NFTs and Metaverse Platforms.

They will present their 'edtech' platform based on the virtual economy. This educational tool allows you to acquire new skills in digital environments by adapting to the needs of different user profiles.

#### **RoadMovie.**

Laboratory or center for production, applied research and innovation, aimed at promoting and disseminating new technologies, creativity and cultural research applied to the world of cinema and artificial intelligence. They are working on three projects:

1) an application for real-time feedback on the cutting of films (ideal in post-production). 2) an application for producers that facilitates the management of information when accessing financing. 3) an audiovisual content search and management application for creators, archives, broadcasters... using AI technology.

#### **Lowkeymoves.**

This SME is a creative company that works at the intersection between music, culture, technology and brands through AI innovation and is also associated with the Cluster.

It will present a solution of AI-powered digital avatars capable of interacting with people through natural conversations, from “Brand Ambassadors” to virtual assistants. A target for B2C brands and also for institutions.

They were selected as one of the agency-artists of the DIGITAL IMPACT Project at the Disseny Hub Barcelona (DHub).

**FEEDER.**

This start-up has developed an AI model trained by them, capable of predicting the success of any video content, an ideal tool for content creators.

At ISE 2024 they want to present their new Predictive AI facial recognition technology. They want to do live demonstrations, because their technology allows them to analyse people's reactions in real time.

**JCS Multimedia Design.**

This SME is highly innovation oriented. Its partners decide to expand the business lines of their studio, GroggyStudio, by acquiring JCS. Specialised in AI solutions, Augmented Reality, Holograms and 3D.

Solution at ISE 2024: tailor-made projects for companies in any sector that have a high sensitivity to digitise and innovate through VR, AR, 3D, AI technologies.

All of these companies estimate to double their turnover and reach six million euros in 2024, and employ a hundred people, betting on creative talent in the city.