

VISUAL INTELLIGENCE TRANSFORMS



The GAMELabsNET Project is co-funded by the Interreg SUDOE Program through the European Regional Development Fund (ERDF)

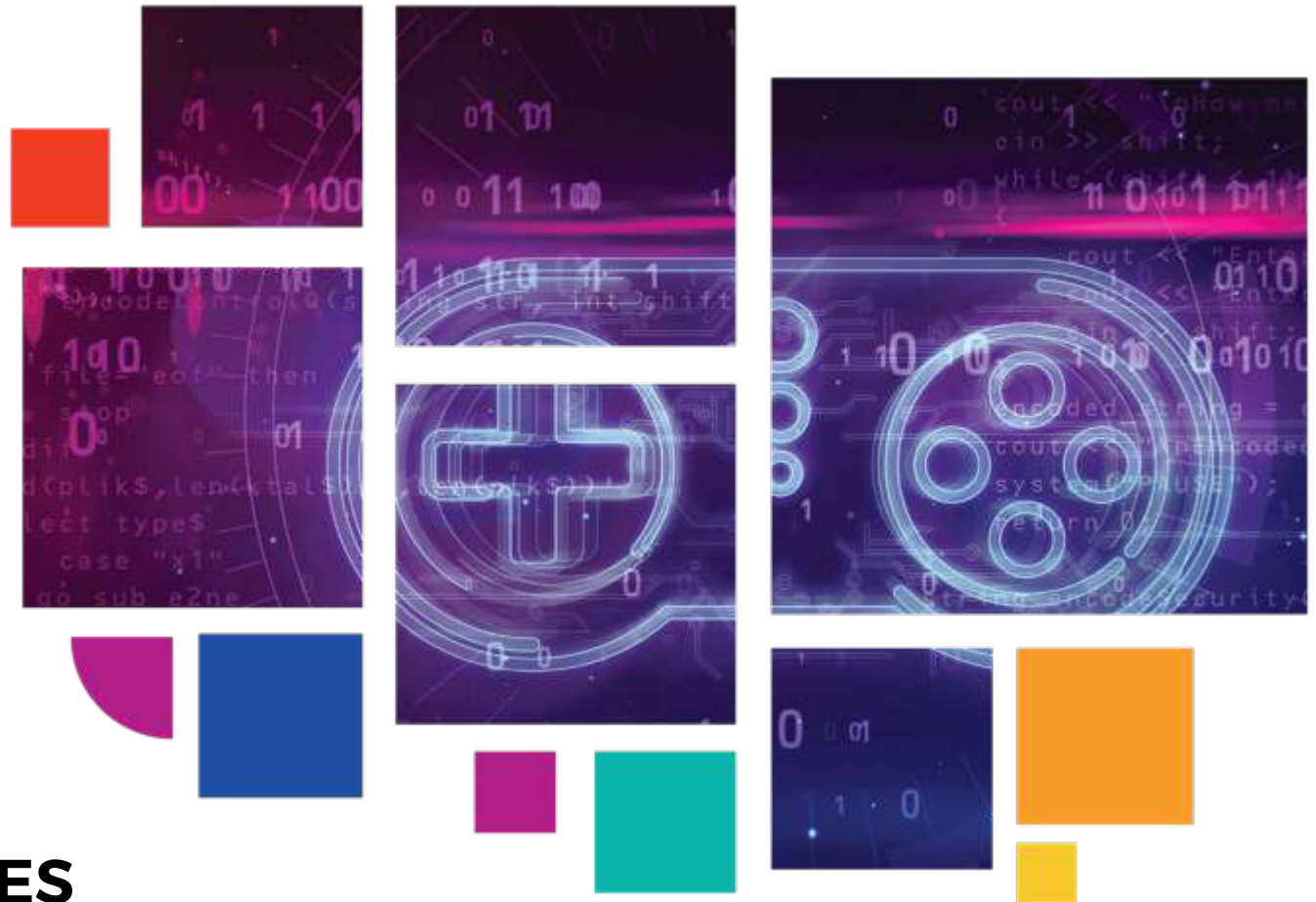


**DIGITAL TRANSFORMATION IS
NOW A KEY FACTOR OF
COMPETITION**



**THE 4.0
REVOLUTION IS
NOT THE FUTURE, IT
IS NOW**

Intelligent, innovative, and sustainable industry



VIDEOGAMES HAVE BEEN AUTHENTIC PIONEERS OF TECHNOLOGICAL ADVANCES

What started as just a form of entertainment is now a technology that can be applied to a multitude of sectors



**MAKING THESE
TECHNOLOGIES ACCESSIBLE
FOR ALL COMPANIES IN
ORDER TO IMPROVE THE
SKILLS OF BUSINESSES AND
PERSONNEL**

Democratizing innovative technologies



TRANSNATIONAL NETWORK OF TEST CENTERS (LABS) FOR VIDEOGAME AND GAMIFICATION TECHNOLOGIES

Applied to the digital transformation of small and medium-sized businesses in the critical economic sectors of the SUDOE

REVITALIZING AGENT OF DIGITAL TRANSFORMATION



Boost the digital transformation of small and medium-sized businesses by way of experiencing real cases and promoting the **use of groundbreaking technology in the sectors** identified as priorities



Support the **training of professionals** through new methodologies, tools, mechanisms, etc. with application in virtual reality, augmented reality, 3D, gamificated platforms,

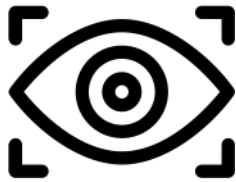


Create an **ecosystem of innovation** for these technologies, propelling the strenghtening of startups, small and medium-sized businesses, and other companies that develop solutions based on visual intelligence technologies



A LAB CONSISTS OF

Real Technology



Visual intelligence:

Augmented reality, virtual reality, mixed reality, serious games, digital twins, etc.

Interconnection



An **immersive room** that allows remote work in real-time of each center. The 6 Labs are interconnected and allow access to solutions, example cases, and experiences that can be tested off-site from the Lab location.



LABS OFFER SECTOR SOLUTIONS

All labs are connected in order to service businesses in Spain, France and Portugal





THE LAB SPACE



Immersive room of
180 m² equipped
with Virtual Reality
(VR) technology



Positioning
trackers for two
people



Viewfinders



Augmented Reality
goggles



Haptic gloves



Touch screens,
workstations and PC-
backpack teams



LAB SERVICES



Catalogue

ICT Companies

Sector-specific solutions

Example cases for use



In the Labs

Presentation space

Co-working

Training in technology use

Individual advice

Sharing of idea models

Workshops, events and sector conferences



Activities in the network

3 transnational workshops

Bilbao (2020), Leiria (2021) and Pau (2022)

1 transnational exhibition of Madrid start-ups (2022)

BENEFITS FOR COMPANIES



Applying these technologies has advantages

Visibility

- Test products and solutions
- Expand the supply value chain
- New products and solutions
- Improve the skills of personnel

RESULTS OF GAME LabsNET



Catalogue

- 50 businesses interacting
- 25 sector-specific solutions
- 20 example cases for use



6 Labs

- +750 visitors/year
- +300 businesses created
- +180 businesses consulted
- +500 test-pilots with businesses
- +150 participants in information-sharing activities
- + 60 participants in transnational workshops
- + 100 exhibition visitors

This experience looks to replicate itself in other countries and territories (Latin America, Europe...)

FUNDING FOR GAME LabsNET



SUDOE Program

The Interreg Sudoe program supports regional development in the southwest of Europe, financing transnational projects through the European Regional Development Fund (ERDF).

SUPPORT FROM FEDER (€) 1.290.750,00 €



Priority point 2: competitive edge of small and medium-sized businesses

Skills development for the improvement of the overall business environment in the SUDOE area

PARTNERS



CONETIC

Spanish Confederation of Information Technology, Communications and Electronics Companies

GAIA

Association of Knowledge Industries and Technologies of the Basque Country

CEL

Spanish Center of Logistics



ESTIA

Superior School of Advanced Industrial Technologies

CCI CHARANTE

Pau Béarn Chamber of Commerce and Industry

UC CHAMPOLLION

Jean François Champollion National University Institute

LEIRIA

Polytechnic Institute of Leiria



GAIA

ESTIA
INSTITUTE OF TECHNOLOGY

une école
CCI BAYONNE PAYS BASQUE
France

UC
Institut National
Universitaire
Champollion

CCI PAU BÉARN

conetic
Confederación Española de Empresas de Tecnologías de la Información, Comunicaciones y Servicios

POLITÉCNICO DE LEIRIA

CEL
Centro Español de Logística



ASSOCIATES



Center for Industrial Technological Development



Spanish Association of Manufacturers of Machine Tools, Accessories, Components and Tools



Spanish Federation of Food and Beverage Industries



Spanish Association of Automotive Suppliers



Association of Companies in the Video Game Sector of the Basque Country



Local Agency for New Information and Communication Technologies



SMART 4D/ Digital Aquitaine



FAB LAB of Sorbonne University



Pixel Equation, Video Game Producers Association



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#VisualIntelligenceTransforms

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