

GAMELABSNET: IMMERSIVE AND GAMIFIED TECHNOLOGIES APPLIED TO BUSINESS ENVIRONMENTS

SIGN UP

8TH NOVEMBER 2022 | 9.30 TO 18.30

GAMELAB MADRID EUROPA AVE., 10 (CEXCO BUILDING)

9.00h ASSISTANT ACCREDITATIONS

9.30h OPENING

Tomás Castro. President of CONETIC

Angel Viveros. Mayor of Coslada

María González Veracruz. Secretary of State for Telecommunications and ID.

10.00h SOLUTIONS FOR INDUSTRIAL ENVIRONMENTS

BEXREAL: The immersive digital twin applied to industrial environments (3D Technology AR/XR and IOT)

HYPERFICTION: Production processes of the metallurgical sector recreated in Virtual Reality

IMMERSIA: Digital twin-based data visualization and analytics platform (AR/VR, data analytics, big data, AI, geopositioning, GIS and interactive 3D environments with BIM models)

10.45h FINANCIAL SUPPORT FOR R+D TECH PROJECTS . CDTI E.P.E.

M^a del Pilar González Gotor. Head of the Department of Institutional Promotion and Territorial Cooperation

11.00h DEMONSTRATION EXPERIENCES APPLIED TO THE MANAGEMENT AND TRAINING OF HUMAN RESOURCES

GRUPO GESTIONET: Attracting and capturing talent through immersive and neural techniques (Gamification and Artificial Intelligence)

BINARY SOUL: Digital training for job training with instructions updated in real time and prediction of training needs. (Interactive 3D technology)

WETAK: eLearning and Gamification: creating motivating learning experiences through games

11.45h COFFEE-NETWORKING

More information at

gamelabsnet.eu | proyectos@conetic.info | [@gamelabsnet](https://twitter.com/gamelabsnet)

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12.05h THE EXPERIENCE FROM METAVERSE

CREATIVITIC: Connect with the Metaverse. Socialize products and services and make it profitable for your business

12.20h DEMONSTRATING EXPERIENCES APPLIED TO DESIGN

ISCAR SOFTWARE: 3D application to the Architecture, Interior Design and Urbanism sector

VIRTUALWARE: Application of Virtual Reality to industrial sectors

MAGICALSTAGE: 3D application for the design and configuration of clothing

13:05h GAMELABSNET LABORATORY NETWORK PRESENTATION

Network Partners

13.15h DEMONSTRATING EXPERIENCES APPLIED TO THE HEALTH SECTOR

TRIUMVRATE: Virtual reality healthcare environment for staff training in 33 common healthcare procedures, under AAMA certification

DEFIT: Gamifying the sport and fitness industry via a new “Move-to-Earn” economy rewarding your workouts with tokens and NFTs (Gamification and Blockchain Technology)

13.45h DEMONSTRATING EXPERIENCES APPLIED TO COMMERCIAL MARKETING

GRUPO CIBERNOS: Gamification applied to the revitalization of tourism, hospitality and commerce

CTIC CENTRO TECNOLÓGICO: Visualization of real estate product through the Immersive Web (Augmented, Virtual and Mixed Reality)

A NEW STORY: Application to ecommerce and real estate agencies (3D technology and 360° interactive)

14.30h LUNCH-NETWORKING

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16.00h OPENING

Ramón García. CEO of CEL

Fernando Romero. Councilor for economic development, employment and trade and transport of the City Hall of Coslada

16.30h IMPACT OF THE GAMELABSNET PROJECT ON THE DIGITAL TRANSFORMATION OF COMPANIES

GAP Recursos. (external evaluator of the project)

16.45h GAMELABSNET MODEL: IMPLICATIONS, DEVELOPMENT AND OPERATION

GAIA. Gamelabnet project partner

17.00h VIDEO FROM THE GAMELABSNET NETWORK

17.15h ROUND TABLE "GAMELABSNET AS A VECTOR OF AWARENESS AND IMPULSE FOR THE DIGITAL TRANSFORMATION OF SMEs"

Moderator: M^a del Pilar González Gotor, Head of Department of Institutional Promotion and Territorial Cooperation at the Centre for the Development of Industrial Technology (CDTI).

Intervienen:

Leonardo Rodríguez Urrego. Research and Transfer Manager of the University of EAN

Jorge R. López Benito. CEO of Creativitic

Jesús Garrido. EMEA Business Manager of VirtualWare

18.00h FAREWELL AND CLOSURE

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