

# Demonstration Center Model for Videogame and Gamification Technologies applied to Digital Transformation



Le Projet GAMELabsNET est cofinancé par le Programme Interreg SUDOE via le Fond Européen de Développement Régional (FEDER)



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# Challenge

## Define a general outlook

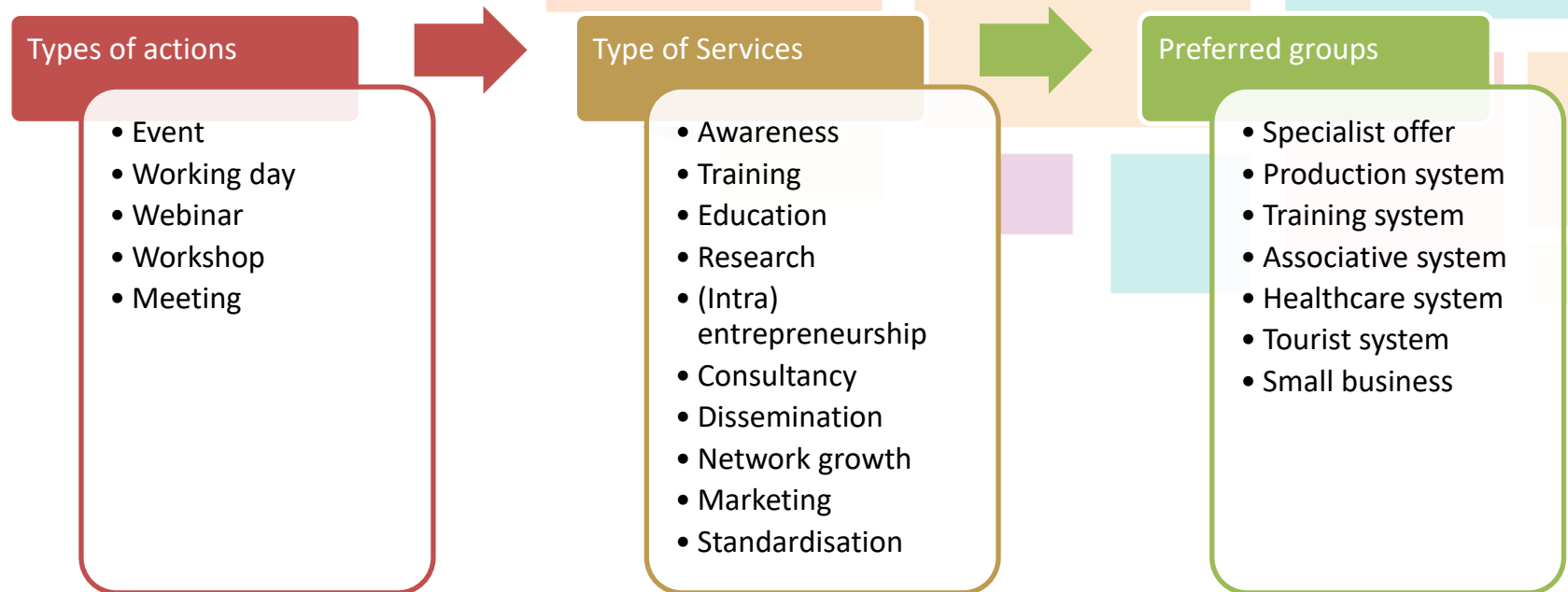


# Challenge

## Set a common language

The general LAB's service is organized by structuring their type of **actions, services and preferential groups**.

The structuring scheme is presented in the following illustration:



# Challenge

## Schedule operations

A common calendar for the network is presented below, with a proposal for days when all participants will share a virtual demonstration space. However, despite being a shared virtual space, each LAB would organize the action according to their needs and specifications of its region. In other words, the virtual cooperation action would be shared, while the potential participants would be different in each region, depending on their interests

Table 2: common calendar proposal	2022											
Actions	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Event	■			■	■	■	■	■	■	■	■	■
Working day			■					■	■	■	■	■
Webinar		■		■		■		■		■		■
Workshop			■		■		■		■		■	
Meeting		■				■				■		

# Objectives

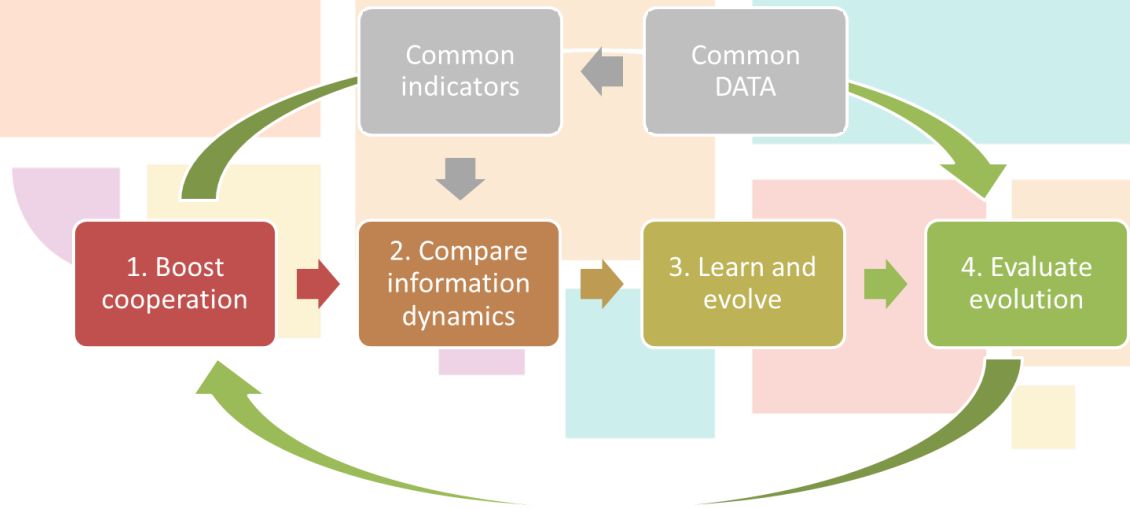
## Communication

LABs have three direct objectives:

1. Involving supply companies that can provide educational and practical content.
2. Involving requesting companies, administrations and other interest groups interested in the use and/or exploitation of immersive solutions.
3. Disseminating the shares held by the network. Sharing good practices and publicizing the progress made.

The foregoing objectives are complemented by the following indirect objectives:

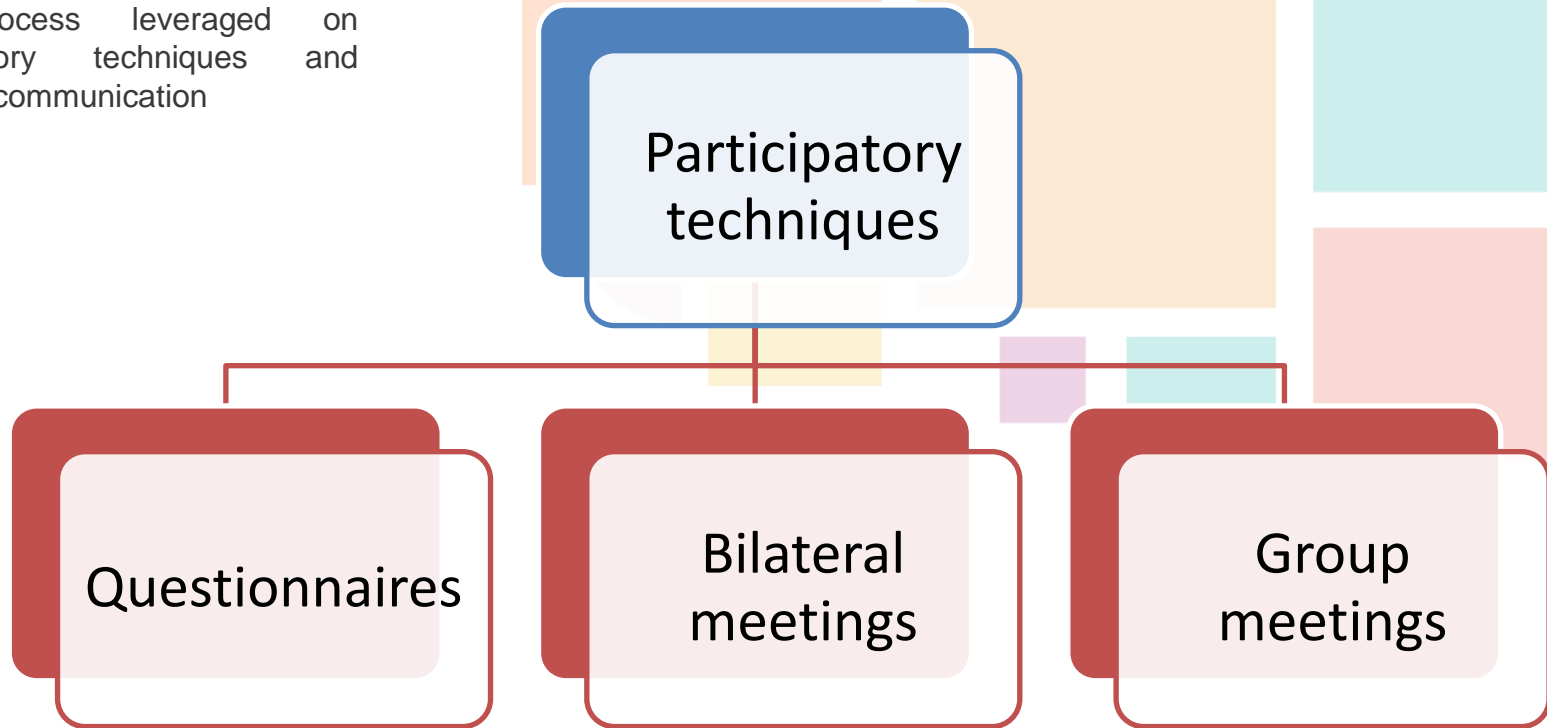
1. Positioning the network as a reference for laboratories in the participating regions.
2. Creating and strengthening the image of the network and its solutions.
3. Identifying useful talent for the different participating interest groups.



# Process

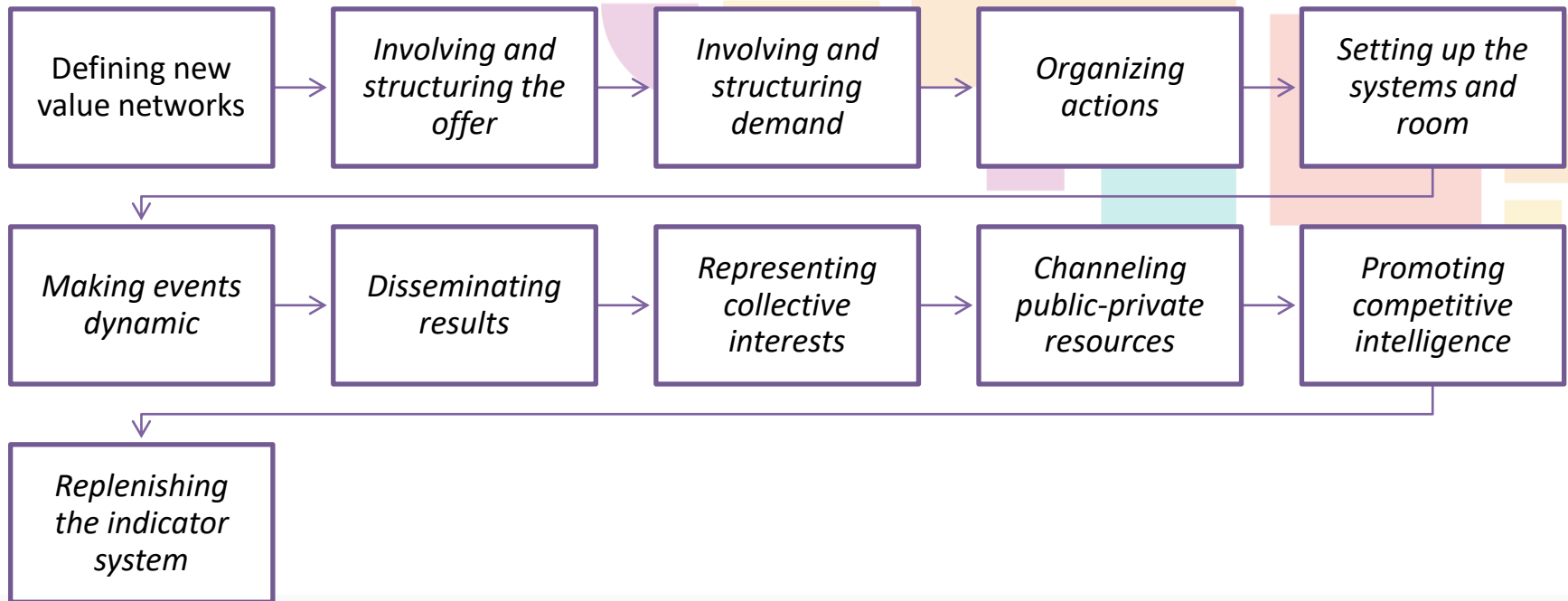
## Routines and activities to contrast and improve the model

The process leveraged on participatory techniques and constant communication



# Organizations and operation

Management of the LABs will involve specialist intermediary functions, among which the following operations and/or processes can be highlighted:



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Centro Español de Logística



Institut National Universitaire Champollion



une école  
CCI BAYONNE PAYS BASQUE





# Organizations and operation

## Software

A software platform allows the management of cloud content accessed using credentials from the different LABs. The tool presents a number of functionalities:

Ability to upload and manage heterogeneous

The distribution of the contents must be able to be carried out securely

The platform must consist of a cloud-backend and a series of players to be installed on each computer hosting the LABs.

Each account must be characterized in the backend.

The platform shall offer its users a multilingual access.

The platform must have a control panel when it is started up on each computer in order to display the table of contents available.

# Organizations and operation

## Communications channels

Table 5: channels	Digital channels	Traditional channels	Hashtags
CCI PAU	<ul style="list-style-type: none"> <li>- Network website</li> <li>- Own website</li> <li>- Social media</li> <li>- Mailing</li> <li>- Webinars</li> <li>- Bulletins or Newsletters</li> </ul>	<ul style="list-style-type: none"> <li>- Telephone communication.</li> <li>- Individual emails</li> <li>- Newspapers, television and radio: Interviews, press releases, Tribunes etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Hashtag</li> <li>- #VisualIntelligenceTransforms</li> <li>- #GAMELabsNET</li> <li>- #visualtechnologies</li> <li>- #videogames</li> <li>- #gamification</li> <li>- #digitaltransformation</li> </ul>
CEL			
CONETIC			
GAIA			
ESTIA			
IP LEIRIA			
UC CHAMPOLLION			

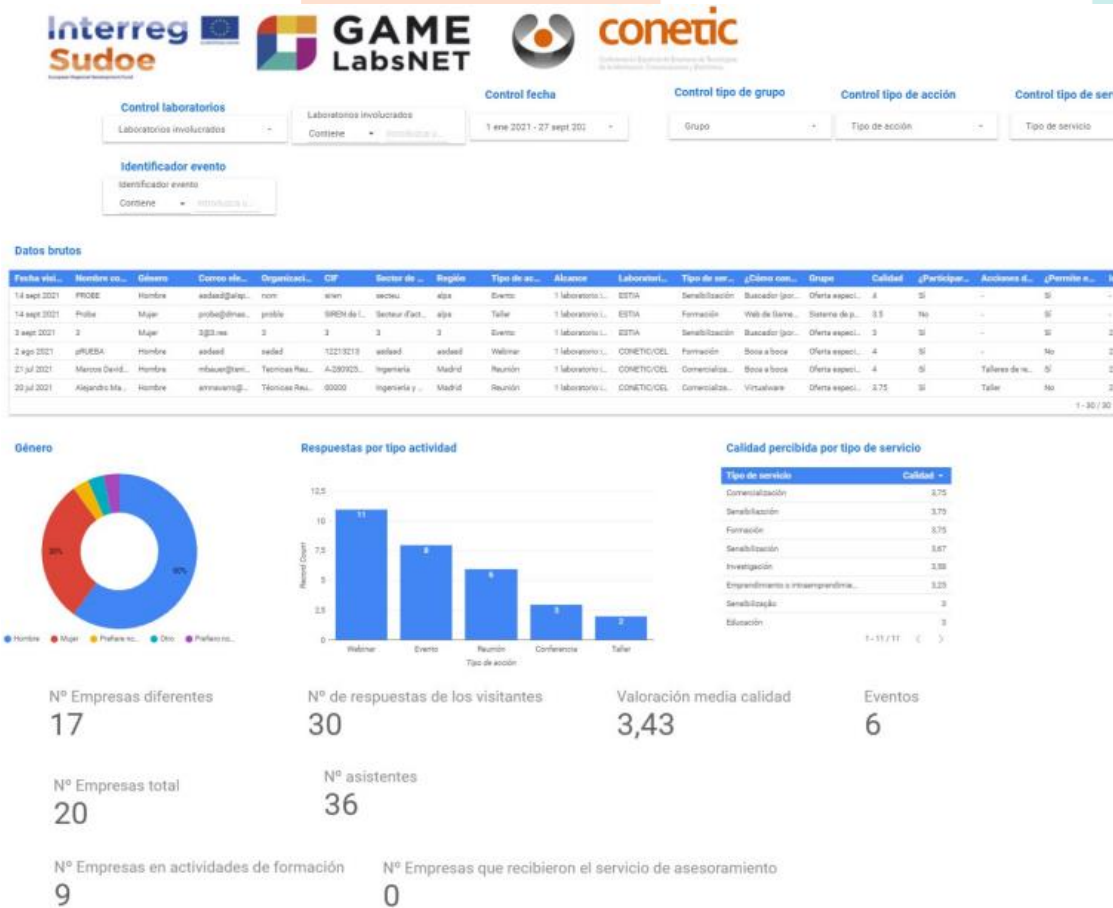
# Results

## Collaboration experience

**Think and act coherently across the laboratories and regions, sharing a common frame, a common value proposal and flexible methodology that adapts to specific markets and dynamics**

# Results

## Digital open sourced platform > compare evolution



# Thanks!

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#IntelligenceVisuelleTransforme



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