
EXHIBITION: DEMO ZONE

DAVINCI

Company: Davinci Tech SL

Description: Creation of a temporary exhibition with about 10 – 12 works so that users can test the Davinci mobile app. In this demonstration area, Davinci Tech will showcase a temporary exhibition with 10 – 12 works in which attendees will be able to experience first-hand how Davinci, the artificially intelligent guide, can transform their visits to museums, monuments and tourist destinations. Visitors will be able to interact with the app, explore its advanced functionalities and discover how Davinci personalizes and enriches each tour with information tailored to their interests and needs. This temporary exhibition offers a unique opportunity to test our innovative technology and see how Davinci enhances the cultural and tourist experience in an interactive and immersive way.

Web: <https://davincitech.es/>

IMMERSIVE AND INNOVATIVE EXPERIENCES FROM QUASAR DYNAMICS

Company: QUASAR DYNAMICS

Description: Reality experiences developed by Quasar Dynamics, including Virtual, Mixed and Augmented Reality.

RRSS:

[Quasar Dynamics: Resumen | LinkedIn](#)

3D VIRTUAL GUIDE WITH IA

Company: Visitas Virtuales S.L.

Description: It will be possible to visit virtually with a virtual guide, the Plaza de la Merced in Malaga and enjoy with Virtual Reality glasses of a museum where different sculptures are exposed in 3D of the historic center of Malaga in photorealistic quality.

RRSS:

<https://www.linkedin.com/company/visitas-virtuales/>

<https://www.youtube.com/watch?v=k6mxGIXWG6M>

<https://www.youtube.com/watch?v=CGnTyzY4r2E>

**APPLE VISION PRO: USE CASES
FUNMIRROR
GAMING AREA
HIPEREXPERIENCES XR**

Company: DeuSens Hyperxperience

Description:

Developments in VR and MR with Apple Vision Pro
Developments in VR and MR with Meta Quest 3
Multi-device AR development
Access to Metaverse environments linked to experiences for GenZ and Alpha.

Web:

www.deusens.com

HOLOGRAPHIC DEVICES

Company: Newtonlab Space

Description: With Newtonlab Space´s Show Window holographic devices we give the opportunity to give a new dimension to all those things that make us who we are, to explore corners of objects impossible to visualize in any other way and to meet artists who long ago left us a different world.

The Snow Window devices give the opportunity to give a new dimension to both past and contemporary works and make the viewer part of them and appreciate them from a perspective that would be inconceivable without our holographic devices. This edition we bring a selection of playful experiences focused on creating interaction and involvement of the viewer with the work with the intention of facilitating the user´s approach to art from different periods and movements.

RRSS:

<https://es.linkedin.com/company/newtonlabspace>
<https://www.instagram.com/newtonlabspace/>
<https://twitter.com/newtonlabspace>

Web:

<https://www.newtonlabspace.com>
<https://www.theshowwindow.com/>

**LEGACY PROJECT
SIEGA VERDE VR
DEMO APPLE VISION PRO**

Company: Isostopy

Description: Legacy Project reconstructs the Spanish heritage in the Pacific during the 16th and 19th centuries using the latest augmented reality and 3D web technologies. It currently features, among other things, recreations of Agaña, the oldest European city in the Pacific, and Baler, including an interactive reconstruction of the famous Siege of “The Last of Philippines”.

Siega Verde VR is a virtual reality experience that allows visitors to travel back in time to the Upper Palaeolithic and perform some of the tasks that occupied the daily lives of our ancestors, such as making fire, caving tools or making some of the impressive engravings for which Siega Verde is a World Heritage Site.

Visitors will be able to learn about Apple´s latest device, not yet available in Spain, and all the possibilities it offers in the cultural and heritage sector.

RRSS:

<https://www.linkedin.com/company/isostopy/>

Web:

<https://isostopy.com/>

**CAJAL VR, UNVEILING THE MISTERY OT THE BRAIN
FACEWARE AND 3D AVATARS
SKYJET
BROTHERHOOD RESERVE**

Company: IRALTA

Description: Cajal VR, unveiling the mystery of the brain. An immersive and interactive experience where the user must help Don Santiago Ramón y Cajal; answer his questions and collaborate with him in the research work that led him to discover how the brain works and win the Nobel Prize. National Museum of Natural Sciences and CSIC.

Faceware is the world's most advanced facial motion capture technology tool used in major Hollywood productions. You can become a digital avatar, act and give life to the metahuman of the great Leonardo Davinci or Martin Luther King.

SkyJet is an immersive experience to discover from the air, thanks to virtual reality and hyper-realistic digital capture, the environmental and historical heritage of Spain. A flight simulator that allows us to fly freely through the National Park of Ordesa and Monte Perdido. Ministry of Culture and National Geographic Institute.

Brotherhood Reserve is an immersive and interactive experience for virtual reality glasses about the creation of the great Brotherhood Marine Reserve in the Pacific (Galapagos Islands). An experience recorded in 360° video by land, sea and air with 12K resolution. A project of the IDB Inter-American Development Bank presented at the United Nations Climate Change Summit, COP 28 Dubai.

RRSS:

Instagram: <https://www.instagram.com/iraltavr/>

LinkedIn: <https://www.linkedin.com/company/iralta/>

Facebook: <https://www.facebook.com/iraltavr/>

Web:

<https://iralta.com/>

MUSEUM HOST (WebAR)
STUDY OF VELÁZQUEZ (VR)
HERITAGE RECONSTRUCTION (WebAR)
RECONSTRUCTED ROOM (WebAR)
PHOTOGRAMETRY HISTORICAL ELEMENT (WebAR)
PAINTING EXPLANATION BY THE ARTIST (WebAR)

Company: MIXONREALITY

Description: Museum Host (webAR): A multilingual guide welcomes visitors, explaining what they can find in the museum. This experience offers an interactive and personalized introduction.

Study of Velázquez (VR): Immersive yourself in Velázquez's virtual Studio, where he painted his famous work "Las Meninas". Through Virtual Reality you will be able to explore this historic space and better understand the artist's creative process.

Heritage Reconstruction (webAR): Through an experience you will be able to see how a piece of architectural heritage was in the past and compare it with its current state. This technology combines elements of the real world with digital information to offer a complete vision.

Reconstructed Room (webAR): You will be able to explore a room of a palace or museum as it was in its time of splendour. The digital reconstruction will allow you to appreciate architectural and decorative details that have been lost over time.

Photogrammetry of Historical Element (webAR): Using photogrammetry techniques, a historical object has been reconstructed in its current state and compared with its original state. This experience will allow you to appreciate the evolution and conservation of the object.

Painting Explanation by the Artist (webAR): Imagine receiving a detailed explanation of a painting directly from the artist. Thanks to Augmented Reality you will be able to listen to the painter share his vision, techniques and emotions behind the creation of the work.

RRSS:

Linkedin: <https://www.linkedin.com/showcase/mixonreality>

Instagram: <https://www.instagram.com/mixonreality/>

Youtube: <https://www.youtube.com/@mixonreality7813>

Web:

<https://mixonreality.com/>

VIRTUAL REALITY IN MUSEUMS, MONUMENTS AND CULTURAL SPACES

Company: VOCCES LAB

Description: Vocces Lab has always put innovation at the service of tourism. Thanks to its team of software and hardware developers, and the work of audiovisual production in 360 degrees and VR videos, visitors can enjoy a first class experience.

Art, architecture and history come together through stunning panoramic views, perspectives that are impossible to reach as a visitor, and an immersive realism that impresses with its beauty.

Real and computer-created images that allow the visit to any space (whether it is preserved or not) and in any period.

Vocces Lab has taken care of every detail so that when using the 360 glasses, the visitor has the feeling of really being there, and that gives the power to travel to beautiful and far away places with just a simple gesture.

RRSS:

Linkedin: <https://www.linkedin.com/company/vocces/>

Instagram: <https://www.instagram.com/vocceslab/>

Facebook: <https://www.facebook.com/voccesLab/>

Web:

<https://vocces.com/>

CONFIGURABLE STAND MIXED REALITY TRAINING EXPERIENCE METAVERSE SECUOYA STUDIOS

Company: SECUOYA NEXUS

Description: Configurable Stand - Interactive Mixed Reality Experience. Mixed Reality Training Experience - Multiplayer Mixed Reality Experience. Metaverso Secuoya Studios - Mixed Reality Experience.

RRSS:

Linkedin:

<https://www.linkedin.com/in/david-berdon%C3%A9s-a25030213/>

<https://www.linkedin.com/in/rosal%C3%ADa-fern%C3%A1ndez-garc%C3%ADa-0ba994160/>

Web: <https://secuoyacontentgroup.com/>

I AM, THEREFORE I AM, UNIVERSITY EXHIBITION IN THE METAVERSE

Company: XR&C

Description: Virtual reality audiovisual exhibition developed in collaboration with the University of Málaga and Telefónica's Catedra 5G. Both the works and the curatorship of the exhibition have their origin in the students of fine arts and art history of the UMA.

RRSS:

Linkedin: <https://www.linkedin.com/in/isaac-jiménez-galván/>

Web: <https://rockandchangeawards.my.canva.site/contacta-sin-telefono/>

XR-HAPTICS MUSEUM

Company: Boreal Technology & Investments SL (OWO) / Nokia

Description: Immersive experience for museums, where you can see with VR glasses, hear and feel the paintings thanks to our OWO Skin and Nokia OWL, both in person and remotely.

RRSS:

<https://www.instagram.com/owogameofficial>

<https://www.instagram.com/nokia/>

<https://www.instagram.com/infouma>

<https://www.linkedin.com/in/6g-sandbox-project/>

<https://www.linkedin.com/company/owogame/>

<https://www.linkedin.com/company/nokia/>

<https://www.linkedin.com/school/universidad-de-malaga/>

Web:

<https://owogame.com/>

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

<https://www.uma.es/>

INTERACTIVE EXHIBITIONS WITH DIGITAL TWINS IN VIRTUAL REALITY

Company: Easychatbot.

Description: Digital twins with exhibition of works in Virtual Reality, you can visit through VR (including VR glasses) the Prince's Room of the Alcázar of Madrid, where you can see all the works included in the room reflected in the painting "Las meninas" of the Spanish Golden Age painter Diego Velázquez who can be known in the room, tell us his story and explain his works. All this by the hand of Easychatbot and its project of creating digital twins in VR where museums and artists can place their works in a Virtual Reality space in a semi-automated way.

RRSS:

<https://www.linkedin.com/company/easychatbot/>

Web:

<https://easychatbot.net/>

LIFE V-Air

Company: University of Málaga

Description: Use of virtual reality-based recreations to raise awareness and sensitize citizens on crucial air, climate and energy issues.

Web:

<https://www.uma.es/life-v-air-project/info/139263/descripcion/>

CICERONE

Company: iUrban.

Description: Cicerone can customize 1 route around Benidorm and send it to your email so that you can have it available at any time.

RRSS:

<https://www.linkedin.com/company/11031942/admin/dashboard/>