

XR FROM
SPAIN

**IMMERSIVE
TECH WEEK
STAND 20**

EXPERIENCE IT!

WHO IS WHO

Guide to XR from Spain



SPEAKERS

JON MARTÍNEZ

CEO-CTO at LUDUS Global

NARCÍS PARÉS

Associate Professor at the
ICT Department (DTIC) of
Universitat Pompeu Fabra
(Barcelona, Spain)

Conference

WORKFORCE OF THE FUTURE

Wednesday, November 30
14.45 pm -15.15 pm
Jurriane Zaal

Conference

LOOK INTO THE LABS

Thursday, December 1
10 am -11.30 am
Van Capellen Zaal

EXPERIENCE XR FROM SPAIN AT OUR BOOTH!

CPR CARDIOPULMONARY RESUSCITATION

Ludus / Industry / 10-15'

FIRE SAFETY

Ludus / Industry / 10-15'

FLOWERS OFFERING

Imascono / Tourism

MEMORY: LA GARMA STORIES

Overlat Global / Documentary / 8'

MUSIC WITH 5 SENSES

One Digital Consulting /
Documentary, Arts / 10-15'

RAFA NADAL ACADEMY

Imascono / Metaverse, Sports

RED MATTER 2

Vertical Robot / Games

ROAD SAFETY

Ludus / Industry / 10-15'

USE AND HANDLING OF FHCS

Ludus / Industry / 10-15'

PANELS

CREATION AND INTEGRATION OF XR HEALTH PROJECTS FOR SOCIAL IMPACT

Thursday, December 1
11.45 am – 12.45 pm
Van Beuningen Zaal

SPEAKERS

Mar Gimeno Lumbarres

Project Manager at Garage stories

Tanit Esnal

Co-founder & CEO at Kauka VR

Mavi Sánchez-Vives

MD, PhD in neuroscience, ICREA
Research Professor at the Institute
of Biomedical Research IDIBAPS
(Barcelona) and founder of Virtual
Bodyworks Inc.

MODERATOR

Carlos Bolívar

Founder & CEO at Distrito
XR and XR Spot

12.45 Tapas & Wine
offered by XR from Spain
Stand 20

EMBODIMENT: NEW WAYS OF INTERACTIVITY IN THE VIDEOGAMES

Friday, December 2
12.30 pm – 13.30 pm
Van Capellen Zaal

SPEAKERS

Antonio Greppi

Chief Marketing Officer,
CMO at Owo

Manex Darceles

Co-founder & CEO at Miru Studio

César D. Quintero del Valle

Co-founder and Director of
Institutional Relations with
BeFootball VR

MODERATOR

Verónica Rodríguez

VR Producer & Marketing at
Out of the Blue Games

13.30 Tapas & Wine
offered by XR from Spain
Stand 20

XR FROM
SPAIN

EXHIBITORS XR FROM SPAIN



www.kaukavr.com



www.lafronteravr.com



www.mirustudio.eu



www.zebрасd.com