BLUE ROOM

Smart Digital Technologies

ABOUT US

BLUE ROOM INNOVATION

helps businesses to innovate with smart digital technology from first class Research & Design.
We are involved in the entire innovation process and help our clients convert ideas into big business opportunities

EXPERIENCE

Our team of over 30 people has collected +15 years of experience solving technology challenges

CONSULTANCY

Our consultants look for solutions that radically transform business with technology

TECHNOLOGY EXPERTS

Our team bring to life the digital transformation with advanced technology solutions

AMBITION

We access public funding for your ambitious innovation projects (National and European)

OUR TEAM OF EXPERTS

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We are a multidisciplinary team

WHAT WE DO

> Helping business succeed with innovative smart digital technologies

TECHNOLOGY INNOVATION CONSULTING

We combine innovation and technology in our innovation consulting methodology to explore how businesses become more competitive.

TECHNOLOGY DEVELOPMENT

We can help you to develop a detailed specification or deliver the final product. The service can be tailored to your needs.

FUNDING CONSULTING

If you are looking for finance we can carry out an assessment of your concept idea and provide you with options for financing.

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Working together, Co-creating with digital technologies

Some of our SMART DIGITAL TECHNOLOGIES

Technologies

Artificial Intelligence

- User Profiling / Personalization / Expertise Detection / Cognitive Computing
- Machine Learning / Auto-learning (Pattern Recognition, Classification, Clustering, Neural Networks, Genetic Algorithms)
- Natural Language Processing (Lexical, Morphological, Syntactic)
- Semantics (Ontologies, Semantic Networks Auto-generation)
- Dialogue Systems / Natural Language Generation
- Sentiment & Emotion Analysis (Opinion & Mood Mining)
- Data Mining / Descriptive, Predictive and Prescriptive Analytics
- Combinatorial Optimization (Planning & Constraint satisfaction algorithms, Resource allocation)
- Electronic Auctions (forward & reverse auctions, multi-agent auctions, negotiation systems)
- Trust & Reputation Systems

Rewarding Systems

- Gamification / Engagement Mechanisms
- Human Motivation / Human Behaviour Guiding
- Complementary / Virtual Currencies

Image Processing

- Visual Sentiment Analysis / Visual Emotion Detection
- Visual Image Memorability / Interestingness
- Logo Recognition / Image Classification

Digital Preservation

- Meta-data enrichment (Digital Content Contextualization)
- Format Validation (Conformance Check)
- Obsolescence Prevention (Digital Preservation Plans)

…and many others

(Smart Contracts, Blockchain, Ripple, Scrappers, Dashboards,…)

Applications

Big Data & Analytics

SmartCities

Recommender Systems

Decision Support Systems

Loyalty Mechanisms & Churn Prediction

Marketing & eCommerce & mCommerce

Social Networks / Communities / Social Media

Semantic Search Engines

Energy Consumption Optimization

Preservation of Digital Files
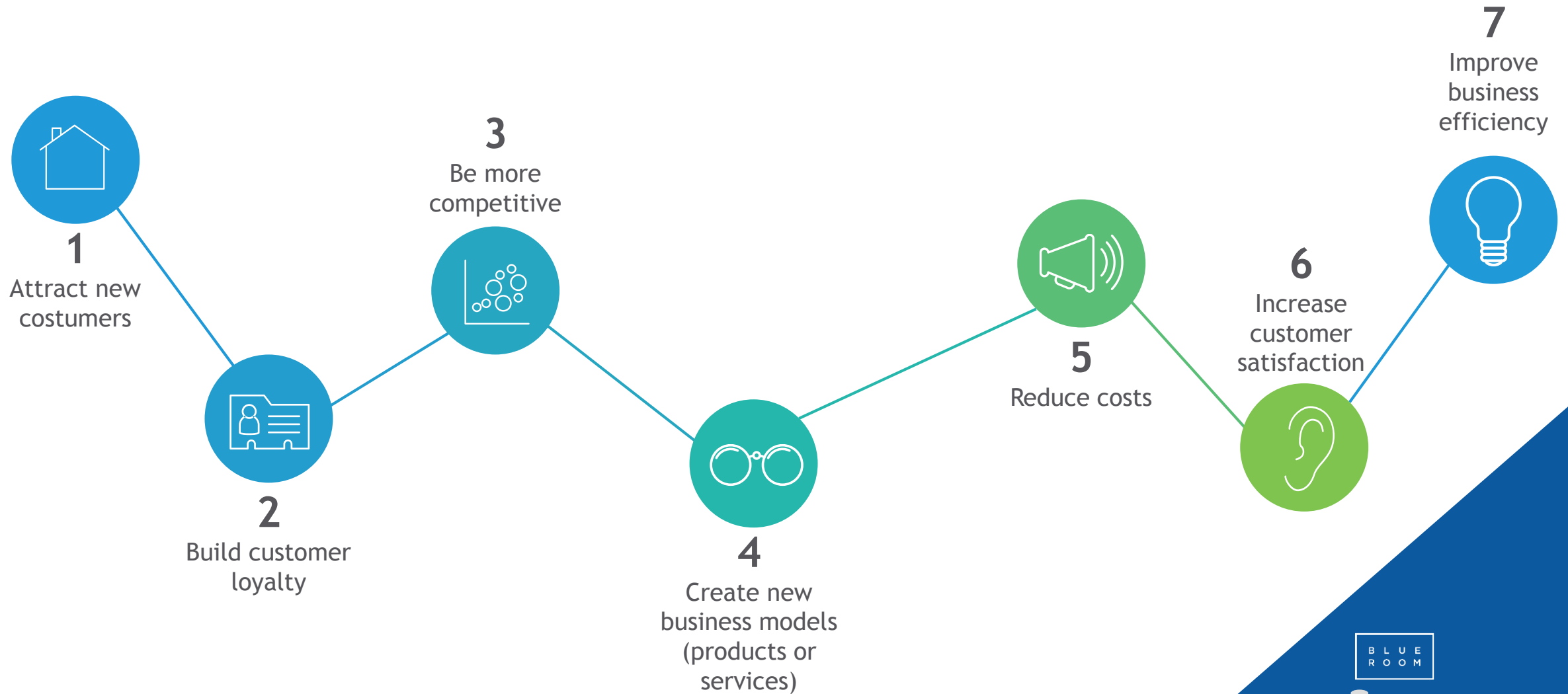(for end-users, SMEs & Institutions)

Customer Intelligence

Business Intelligence

…

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Some of our Smart Digital Technologies…

TOP7 BUSINESS CHALLENGES SOLVED BY DIGITAL TECHNOLOGY TODAY

1
Attract new costumers

2
Build customer loyalty

3
Be more competitive

4
Create new business models (products or services)

5
Reduce costs

6
Increase customer satisfaction

7
Improve business efficiency

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Business challenges today!

PREFORMA PROJECT

PREFORMA, FUTURE MEMORY STANDARDS

PREFORMA, PREservation FORMAts for culture information/e-archives, is a new Pre-Commercial Procurement (PCP) project started on January 1st, 2014, and co-funded by the European Commission under its FP7-ICT Programme.

Aim of the project is to address the challenge of implementing good quality standardised file formats for preserving data content in the long term. The main objective is to give memory institutions full control of the process of the conformity tests of files to be ingested into archives.

Consortium & People Involved

Easy Innova, S.L. (Spain)
Spin-off of the University of Girona

Certified by:

TECNIO
Be tech. Be competitive
Generalitat de Catalunya

Member of:

AENOR
Asociación Española de Normalización y Certificación
CTN50/SC1 Subcommittee

Know-how:

R&D Projects → Platform Architectures → Digital Preservation

IPR → Standards → Artificial Intelligence → Open Source Projects

Dr. Miquel Montaner
CTO

Robert Sallo
R&D Manager

Xavi Tarrés
Project Manager

Antonio López
Senior Developer

Dr. Víctor Muñoz
R&D Manager

University of Girona (Spain)
Agents Research Lab

Universitat de Girona

Know-how:

R&D → Open Source → Digital Preservation

Prof. Dr. Josep Lluís de la Rosa
Full Professor and Researcher

Dr. Albert Trias
R&D Manager

University of Basel (Switzerland)
Digital Humanities Lab

UNI BASEL

Know-how:

Cultural Heritage → Medical Image

TIFF → Image Formats → Digital Preservation

Prof. Dr. Lukas Rosenthaler
Full Professor and Researcher

Dr. Peter Fornaro
Managing Director

Scope of the Project

DPF Manager
Open source software
Main features

DPF Manager

Standardization process
TI/A Standard Initiative
Research

TI|A

Early adopters
Developers
TIFF Experts

Community

PREFORMA PROJECT

1 — **Tender Phase 1** — Selection of 6 suppliers — Max. budget: **65.000€** — Deadline: **August 12th, 2014**

2 — **Phase 1: Design** — 4 months

3 — **Tender Phase 2** — Selection of 3 suppliers — Max. budget: **700.000€** — Deadline: **March 30th, 2015**

4 — **Phase 2: Prototyping** — 22 months

5 — **Tender Phase 3** — Validation of the 3 suppliers — Max. budget: **105.000€** — Deadline: **February 28th, 2017**

6 — **Phase 3: Testing** — 6 months

RECOMANACIONS

Si no sou experts en la temàtica o no teniu socis experts, no us hi presenteu!
El procés és llarg i les deficiències dels socis afloren.

La preparació del Tender comença molt abans de la data de publicació
Informació prèvia a: information days, entregables del projecte, reunions,...

Reuniu-vos amb el consorci contractant i pregunteu
Us donaran informació útil que no està a la documentació

No us hi presenteu sols
Busqueu socis especialistes en parts del projecte

Demaneu l'opinió a altres experts
Us aportaran idees que enriquiran el projecte

El projecte és molt més que una solució tècnica
Aspectes com crear una comunitat, reptes futurs, model de negoci, estàndards,...

Dediqueu-hi hores
Des seguida es veu si realment s'ha treballat en la proposta