

BNEW WILL HAVE A PLATFORM THAT WILL GATHER ON-LINE
AND ON-SITE EVENTS

The Consorci de la Zona Franca's BNEW - Barcelona New Economy Week will be a referent in technology contents thanks to SIRT

- The Consorci de la Zona Franca de Barcelona has signed an agreement with SIRT for the tailor-made design of a technological platform for Barcelona New Economy Week (BNEW)
- The project contemplates different key aspects such as the need to generate extensive networking and B2B agendas with AI-based algorithms, digital experiences in spaces through augmented reality and face-to-face experiences using holographic techniques.

Barcelona, 23rd of June 2020. – The **Consorci de la Zona Franca de Barcelona**, organizador del BNEW – Barcelona New Economy Week que tendrá lugar del 6 al 9 de octubre en Barcelona, ha llegado a un acuerdo de colaboración con la empresa tecnológica catalana **SIRT** para que desarrollen el diseño y la aplicación tecnológica hecha a medida de este importante evento que será muy innovadora y diferente a las soluciones que existen actualmente en el mercado. The **Consorci de la Zona Franca de Barcelona**, Barcelona, organizer of the BNEW - Barcelona New Economy Week that will take place from 6 to 9 October in Barcelona, has reached a collaboration agreement with the Catalan technology company **SIRT** to develop the design and technological

Departamento de Comunicación Corporativa CZFB

luis.lopez@zfbarcelona.es

Tel. 609358475



application made to measure for this important event that will be very innovative and different from the solutions that currently exist in the market.

Through the agreement, **SIRT** will develop, on the one hand, a platform that will integrate digital events and presential events for the next editions of **BNEW** and, on the other hand, it will be the technological provider in the unique buildings where the different **BNEW** events will take place.

SIRT will design a platform where it will be possible to carry out online and face-to-face chat interactions based on their **CDN strategy**, while supporting the integrations of the infrastructures necessary to provide technology in the unique buildings where the physical presentations will take place.

In the definition of the project, **SIRT** has taken into account different key aspects such as the need to generate extensive networking among attendees and generate B2B agendas using algorithms based on AI (artificial intelligence), generate digital experiences in spaces designed with AR (reality (augmented) and face-to-face experiences through scenographies that will use holographic techniques.

Grupo SIRT is a Catalan company established throughout the national territory dedicated to the integration of Telecommunications Infrastructures. The company's value proposition focuses on the one hand on consultative capacity and quality in the provision of Telecommunications services combined with its innovative capacity and orientation to business projects.

Departamento de Comunicación Corporativa CZFB

lluis.lopez@zfbarcelona.es

Tel. 609358475

