



# ARPA SOLUTIONS

REALIDAD AUMENTADA

## Position Paper Arpa SOLUTIONS S.L.

Parque Tecnológico de Andalucía

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ARPA-SOLUTIONS.net



## 1. The company

Arpa Solutions S.L.

*When barriers between the real and the virtual world seem invisible....  
When your senses interact naturally with information...  
Immerse with us in a new world that will let you experience new ways of looking,  
hearing and feeling...*

Arpa Solutions is a young, client oriented and technology based company, based on the principles of continuous R+D and dynamism. This group is a pioneer in the developing and commercialization of Augmented Reality software solutions and products.

After developing a own AR software platform, DARAM, the company offers all type of interactive solutions for several markets:

- Marketing/Advertising** : Events, Retail, Shows, Outdoor and Indoor Marketing, Online marketing campaigns, packaging products promotion and mobile marketing.
- **Culture** : Museums, Interpretation Centres and Archaeological sites.
- **Industry**: Industrial Manufacturing.

The R+D Department, constituted by an expert engineer team, is one of the backbones of the company. Innovation and Development of new products are main tasks done constantly.

The path of the company has supposed the concession of several Prizes and honourable mentions of diverse institutions and organisms: Spin-Off Prize from the University of Málaga (2005), IV Young Enterprising Prize awarded by AJE, Finalist of the Junior Companies Prize organized by IMFE (2006), winner of the V University Enterprising Contest Grupo Joly-EOI-Junta de Andalucía (2008), Winner of the National Young Innovative Company awarded by the Knowledge Society from Zaragoza (2009), EIBT (Innovative Enterprise Technology Based) seal.

## 2. Fátima Ación

I am co-founder and Manager of the company. As Telecommunication Engineer and MBA, I have taken part in all the start-up phases from the company foundation in 2005. Augmented Reality DARAM platform development, project management, commercial and marketing strategy, internationalization and so on.

## 3. Projects:

More than 80 augmented reality projects and products sold in 2009 (including an Industrial Augmented Reality Project for AIRBUS).

<http://www.youtube.com/user/arpasolutions>

## 4. Workshop contribution:

- Knowledge and experience in augmented reality software and hardware solutions.
- Technical development skills (different tracking systems for AR systems, advantages and disadvantages for different augmented reality platforms, rendering problems in Augmented Reality).
- Augmented reality mobile applications.
- Augmented Reality Web applications.
- Present and Future in the augmented reality field.



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