Glosario
Iconográfico

Inicio

QUATECHNION

From a scientific and commercial perspective, this company creates technological solutions focused on improving customer experience through the use of immersive technologies and behaviour measurement tools that allow them to provide key information to the company to improve their business.

www.phygismartshelf.com

Collaborating member of the Smart Destinations Network

Quatechnion
miembro colaborador
Red DTI

PHYGI VR

PHYGI by Quatechnion is a **smart furniture** solution that is changing the ways in which product and/or service proposals are displayed, explored and interpreted.
It allows companies to get to know their clients, and to adjust each campaign in real time using data that assists with decision making. PHYGI covers:

• Smart furniture
• Personalised content
• An environment that offers experiences through the senses
• Artificial intelligence
• Virtual reality
• Augmented reality
• Mixed realities
• A mobile app
• Traffic flow, user profile and behaviour pattern metrics
• Connection to the cloud
• Ambient intelligence
• A virtual assistant
• LED technology
• Emotion and body language interpreting

• Real-time data collection and analytics
• A content management platform
• A plug and play solution

Their **solutions** enable any physical space to:
• Keep up with e-commerce in terms of learning about consumers and collecting real-time data
• Provide each visitor with memorable experiences, motivating them to discover new destinations
• Create enlarged, enriching physical spaces with interactive digital content and extended realities
• Learn about their environment thanks to the use of artificial intelligence and real-time consumer behaviour metrics
• Link physical spaces with online shops, boosting the development of multi-channel 360° digital marketing and re-targeting strategies

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance**		