

iSOCO creates virtual platform that gives life to the collaborative experiment of the Global Screen exhibition

? The IT firm is responsible for the website where the audiovisual co-production of the Barcelona Contemporary Culture Centre (CCCB) and San Sebastián's San Telmo Museum will be developed

- iSOCO is already working on the technological unification of all the digital platforms of the CCCB, which will centralise all the exhibitions in a single channel to optimise resources.

Barcelona, November 2011.- iSOCO has developed the innovative virtual platform for the Global Screen, the original collective reflection experiment on the power of screens in modern-day society. With the aim of encouraging the participation of viewers in the project, iSOCO has integrated, into a single website, <http://pantallaglobal.cccb.org>, the Vimeo video sharing and archiving tool, supported on a Liferay content management platform.

'Pantalla Global' analyses the influence of screens (cinema, television, computers and, more recently, mobile telephones) on our everyday lives. For the first time an exhibition is born and dies online and coexists with the physical exhibition, which will take place at the CCCB from January 24 to May 27, 2012. It is a co-creation experiment that will be fed by individual contributions and interaction with the public.

To materialise this project based on the book of the same name by Gilles Lipovetsky and Jean Serroy, who are the organisers of the exhibition, iSOCO has opted to incorporate the social network to share Vimeo videos on the website, which has been developed with the Liferay collaborative environment creation tool. This will enable the multimedia content to be viewed through a single medium, from which the continuous transformation of the project can be easily observed in parallel with the collective creativity of the users.

It is the first time that the company, which specialises in technological solutions aimed at improving business productivity within the context of the new Network Economy, has placed its knowledge at the disposal of an initiative of this kind. The project, the first phase of which got underway on October 1, seeks the participation of users through the creation of videos on any of the exhibition's seven themes, which will then become part both of the virtual exhibition on the website developed by iSOCO and of the physical exhibition, which will take place at the CCCN from January and go on the road in 2013.

Improving the CCCB's productivity

Following this first experience, iSOCO is already collaborating on the next project of the Barcelona Contemporary Culture Centre, whose objective is the technological integration of its entire virtual shop window. The idea consists of bringing together all of the material from their exhibitions, which until now has been dispersed among various websites created individually for each initiative, and to centralise it on a single platform that takes advantage of the synergies between the various exhibitions that are held each year.

The aim of the CCCB's technological transformation is to improve information management, promote the active participation of users through open collaboration mechanisms and, in short, increase the cultural organisation's productivity by avoiding duplication of information and connecting all of its management elements and internal operations.

About iSOCO

iSOCO is the first Spanish ICT company with a clear international reference as a technology provider to assist the development and positioning of companies in the Network Economy. It has its own R&D centre, iLAB, and it stands as an international leader in semantic technology and artificial intelligence. Its main differential value lies in offering a combination of services based on proprietary technology.

It was founded in 1999 as a spin-off of the CSIC (Consejo Superior de Investigaciones Científicas - National Research Council) and has a clear global vision and local presence in major markets. The company is the only Spanish company that appears in WCM Marketshare 2010 and is the driving force of the Spanish Association of LinkedData (AELID).

iSOCO is a leader in its sector in implementing innovative solutions to digitize the procurement process and enjoys international recognition for having one of the most complete semantic engines in the world: Semanti-K®. It has high level customers, such as Almirall, AstraZeneca, Bankinter, BT, Colt, Grupo Leche Pascual, La Caixa, Repsol YPF and Zurich, among others
