

+BIR+LO+KI+ SYSTEM



by **nere**i
emotional . intelligent

A new way of interaction through technology between the city, its inhabitants and visitors – constantly updated and customised

1

exchange data & information with Birloki 1

-> Input your interests and mood

+ Charge your phone, download the app

The system will evolve and expand with the pace of technology, incorporating new possibilities as they become available, and to suit the specific needs of each client.

2

receive info on the local area as you explore the city

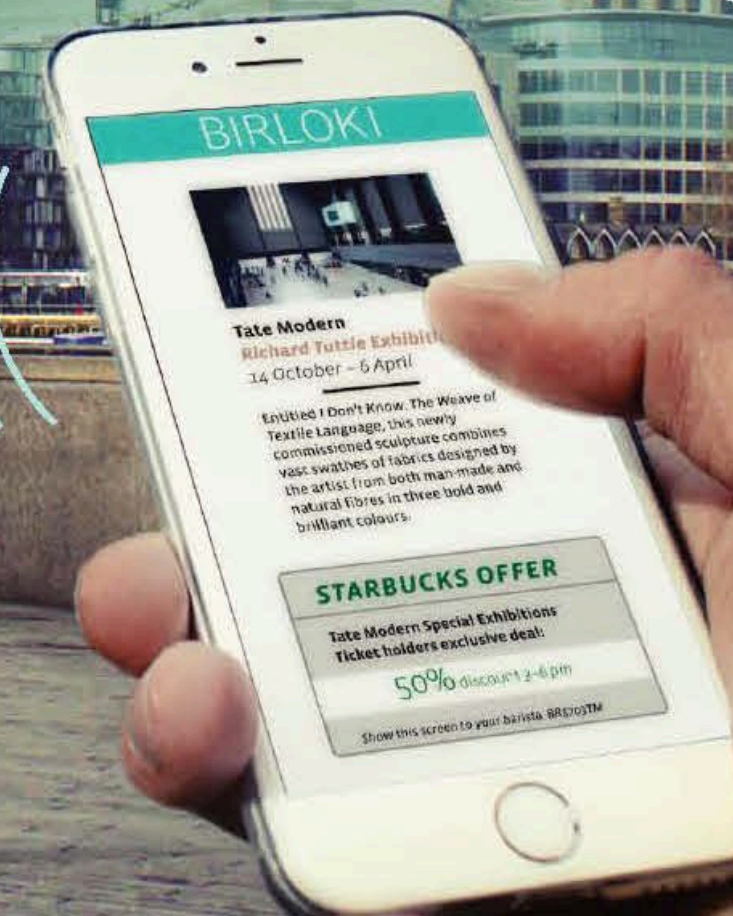
<- Video, data, augmented reality, customised messages

Receive data and offers from local retailers based on your preferences and behaviour

3

interaction between citizens and commerce

<- Obtain media rich info on the possibilities of the area.



The technology that brings the smart city to life

Birloki
The urban space activator

BIRLOKI SYSTEM

1. Mobiliario informativo modular
2. Gestión de contenidos
3. Gestión de datos

video: <https://www.youtube.com/watch?v=wG2EKiHFLEI>

MODULAR SYSTEM

Birloki is a *plug+play* system that can adopt a myriad of configurations to suit your needs

A robust product

Fabricated in steel, Birloki is fit for the urban environment, and conforms to Aenor – the most stringent European standard for safety and street furniture



New Functionalities Module



Loudspeaker & LED Display



Tactile Screen & Phone Charger



Base & Meeting Point Seat



LED Mood Display



Environmental Sensors



Spacer

Installation

The system is delivered as *plug+play*, implemented and customised in 5 months

Data management

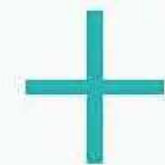
We provide a complete management service for content and data, as well as advertising management

Creating new experiences

by bridging the gap between the physical and digital spaces through constantly updated relevant data and info

BIRLOKI 1

B1 is the information exchange, where users input data and receive info, charge their phone, or vehicle, and download the app, maps, etc



BIRLOKI 2

Utilising iBeacon technology, the B2 will send customised data, like augmented reality, and info to your smartphone.

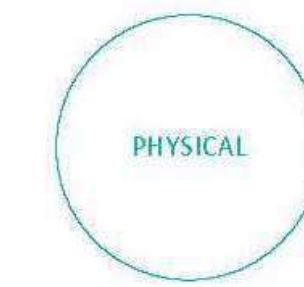
www.birloki.com
Contact us through our website for further info



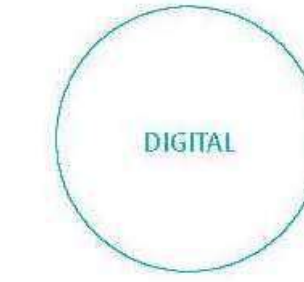
B2



B1



PHYSICAL



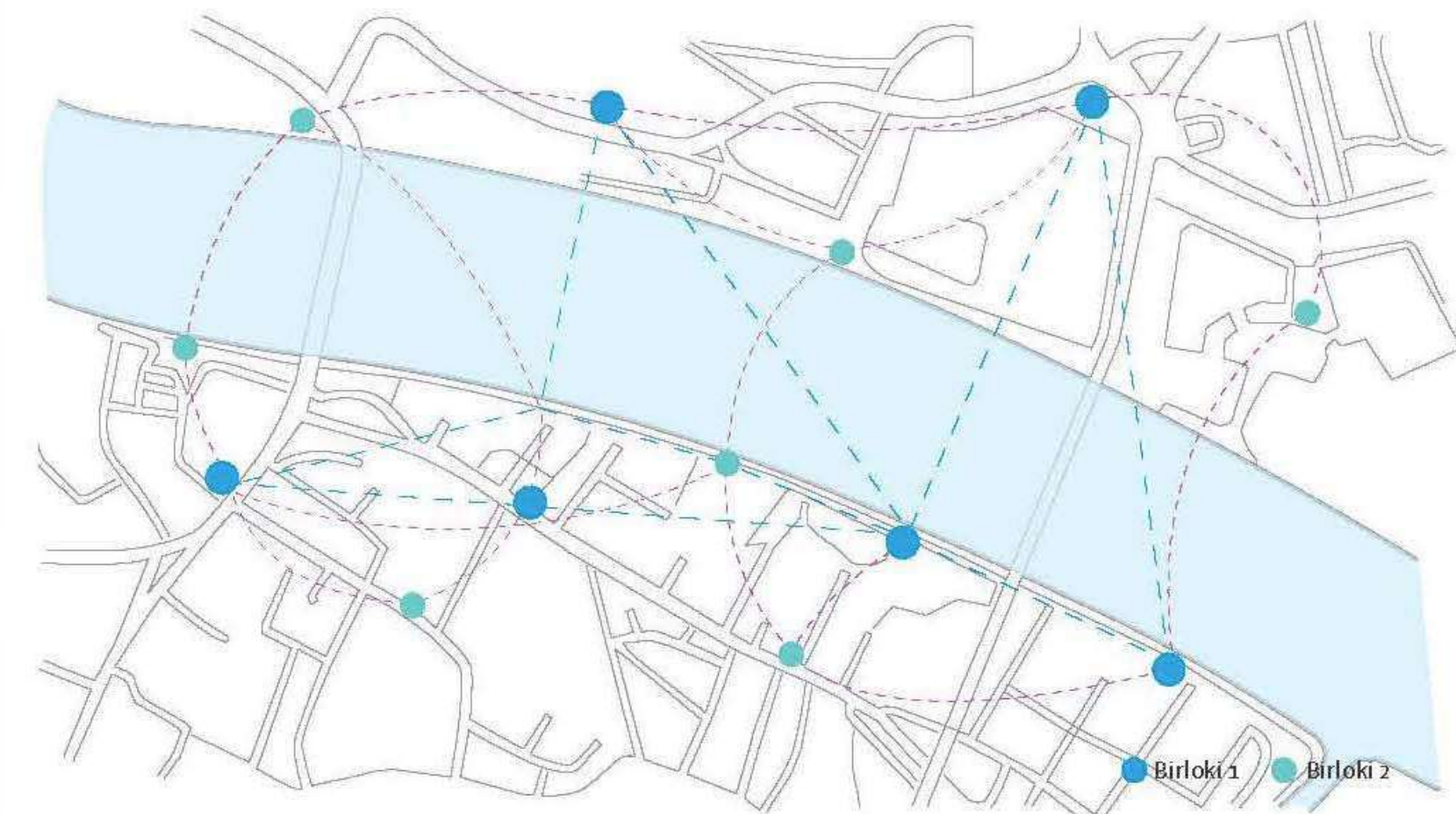
DIGITAL



COMMUNICATION & INTERACTION

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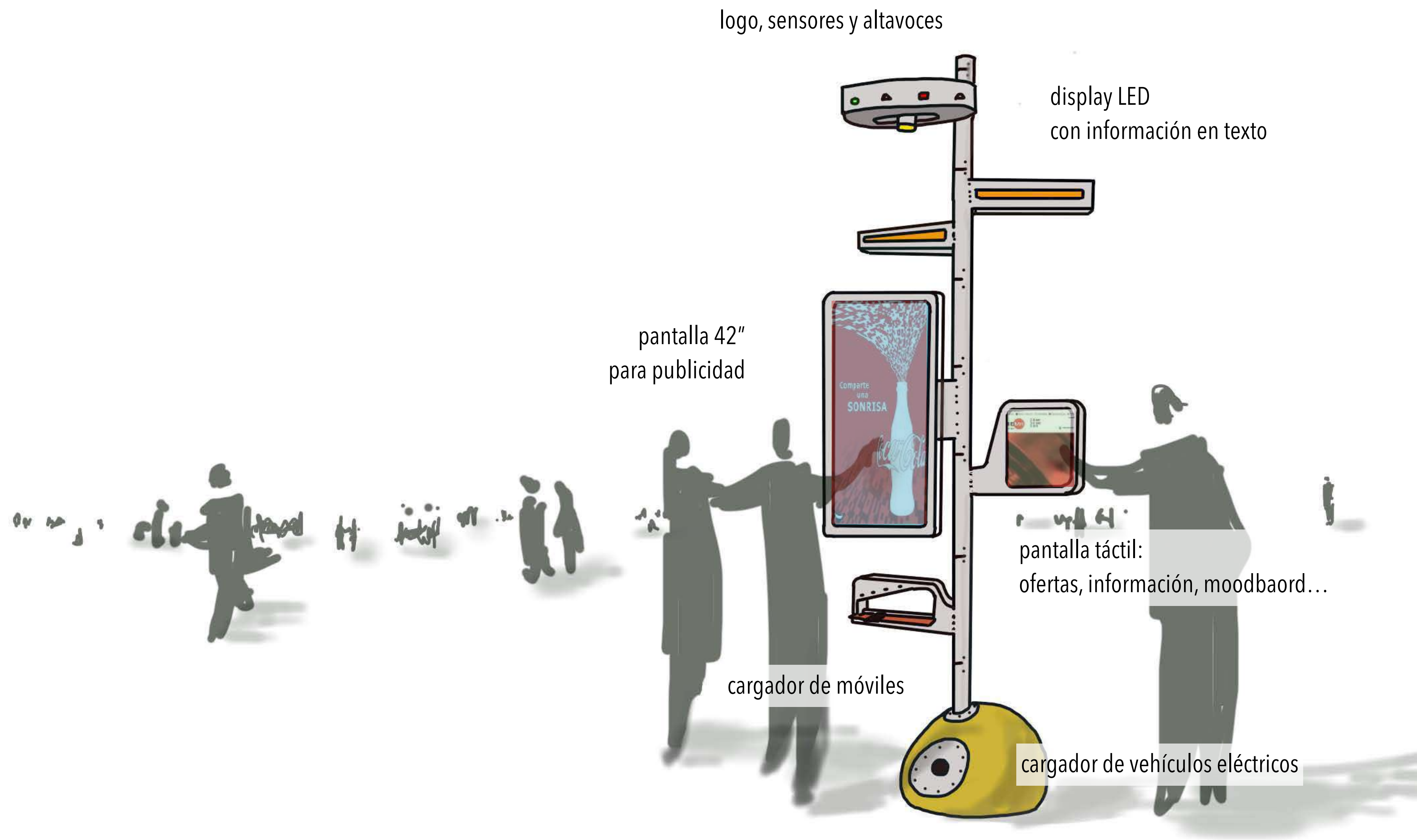
U_PAD



URBAN PARTICIPATORY DESIGN

www.nerei.org
Birloki is fully supported and endorsed by Grupo Ner, an international industrial group present worldwide.

1. Mobiliario urbano modular



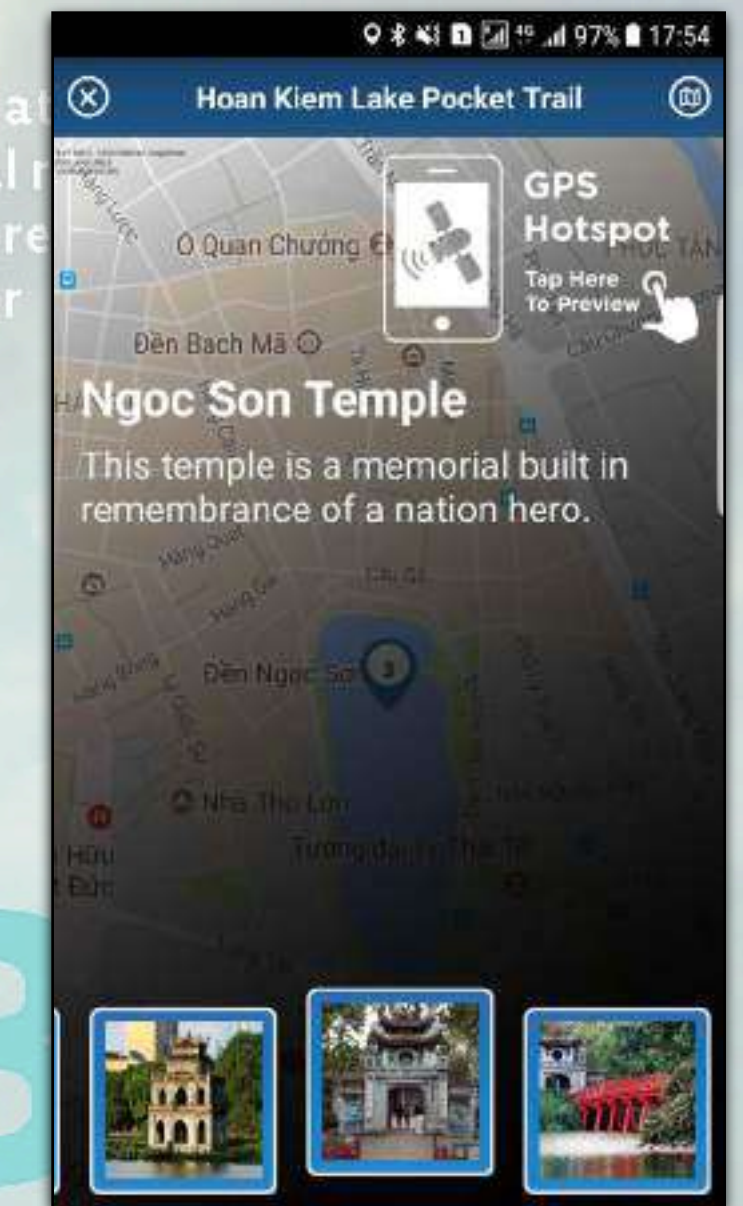
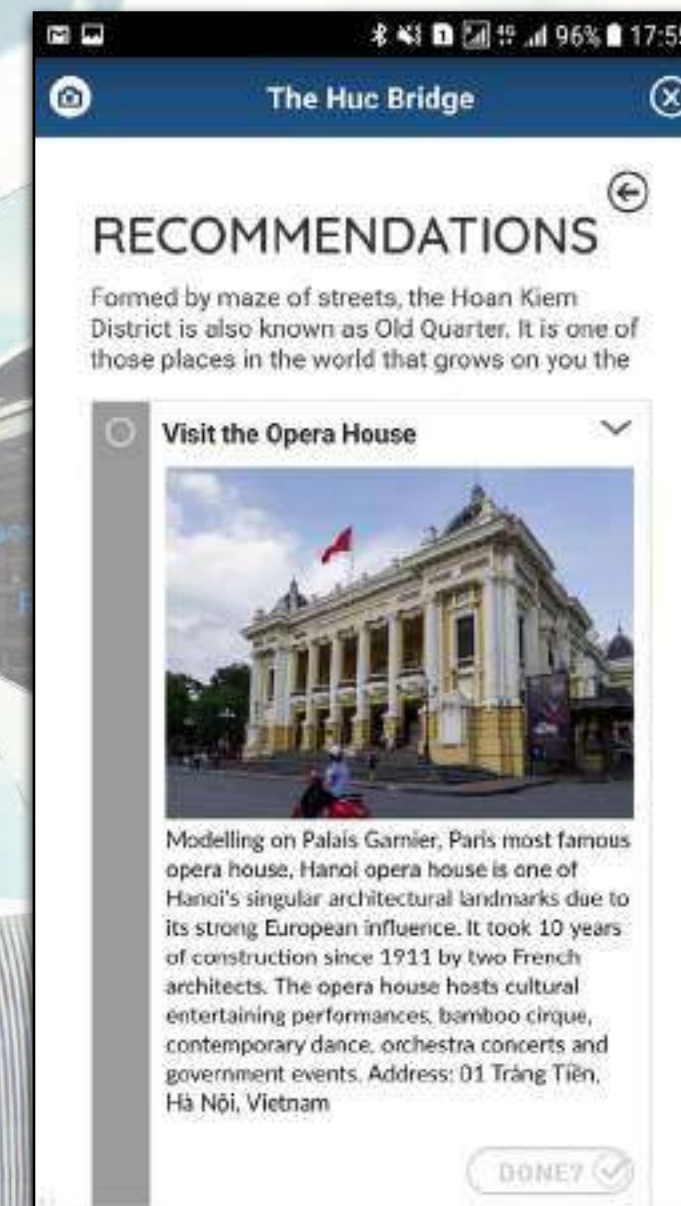
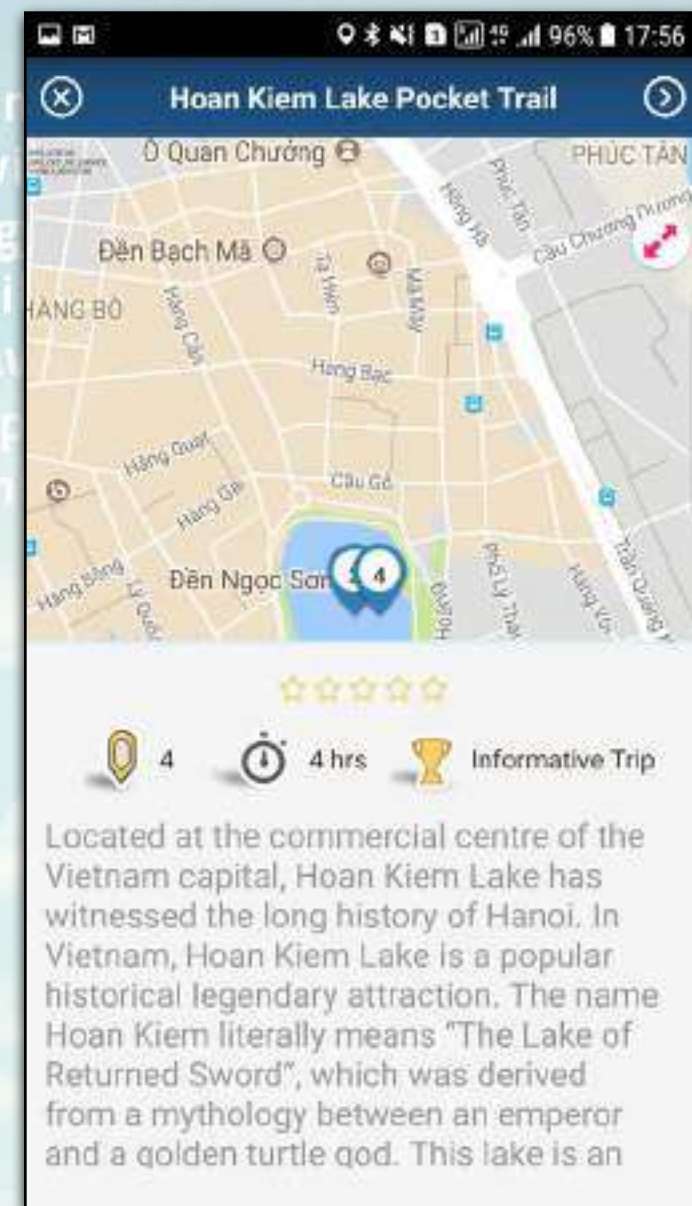
Smart Points interactivos



Birloki prone además
juegos a través de su App
de rutas turísticas para
quien se la quiera
descargar.

Pueden ofrecerse premios
y descuentos en servicios
del hotel, como
cafetería, tienda, etc...

The system
expand with
technology
new possibilities
become an
suit the system
each client



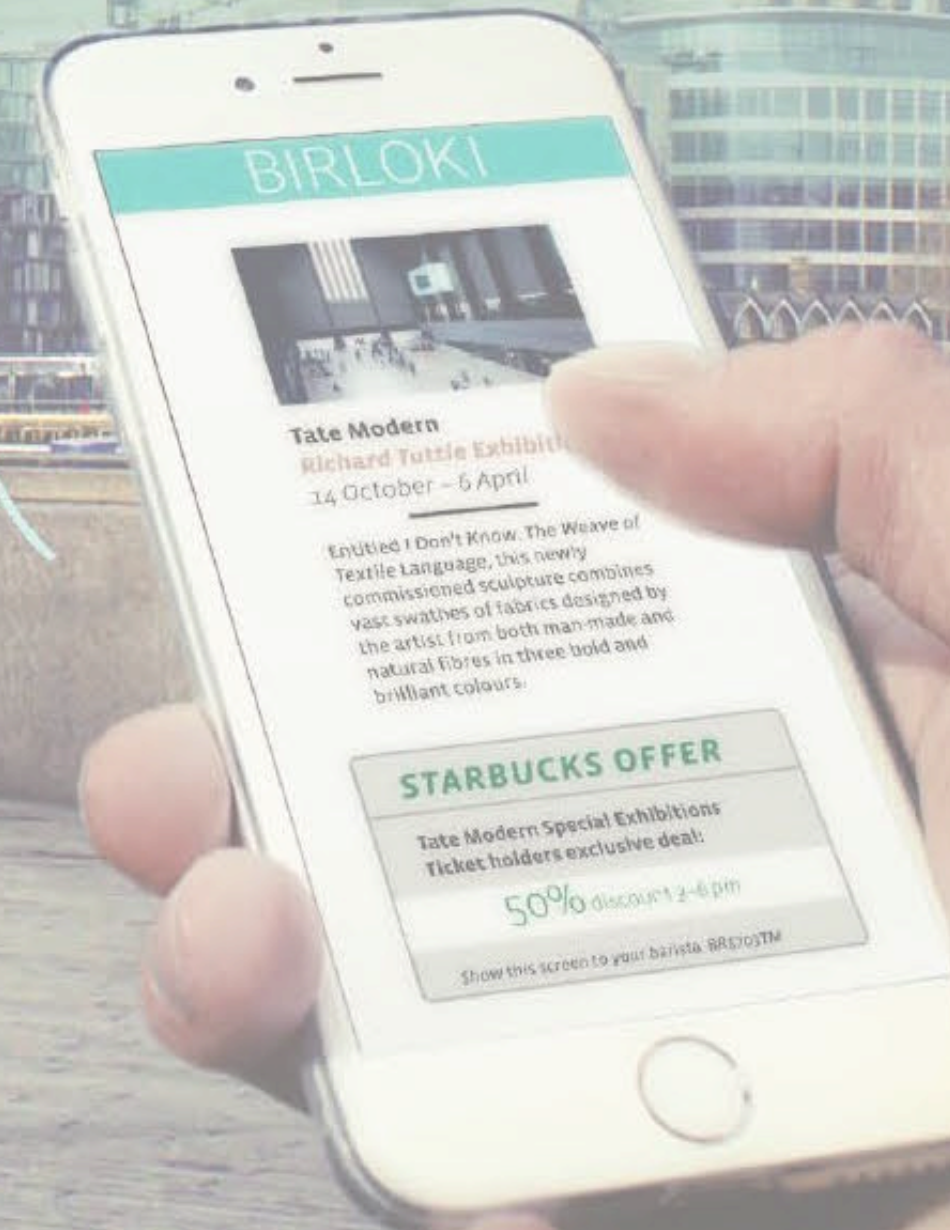
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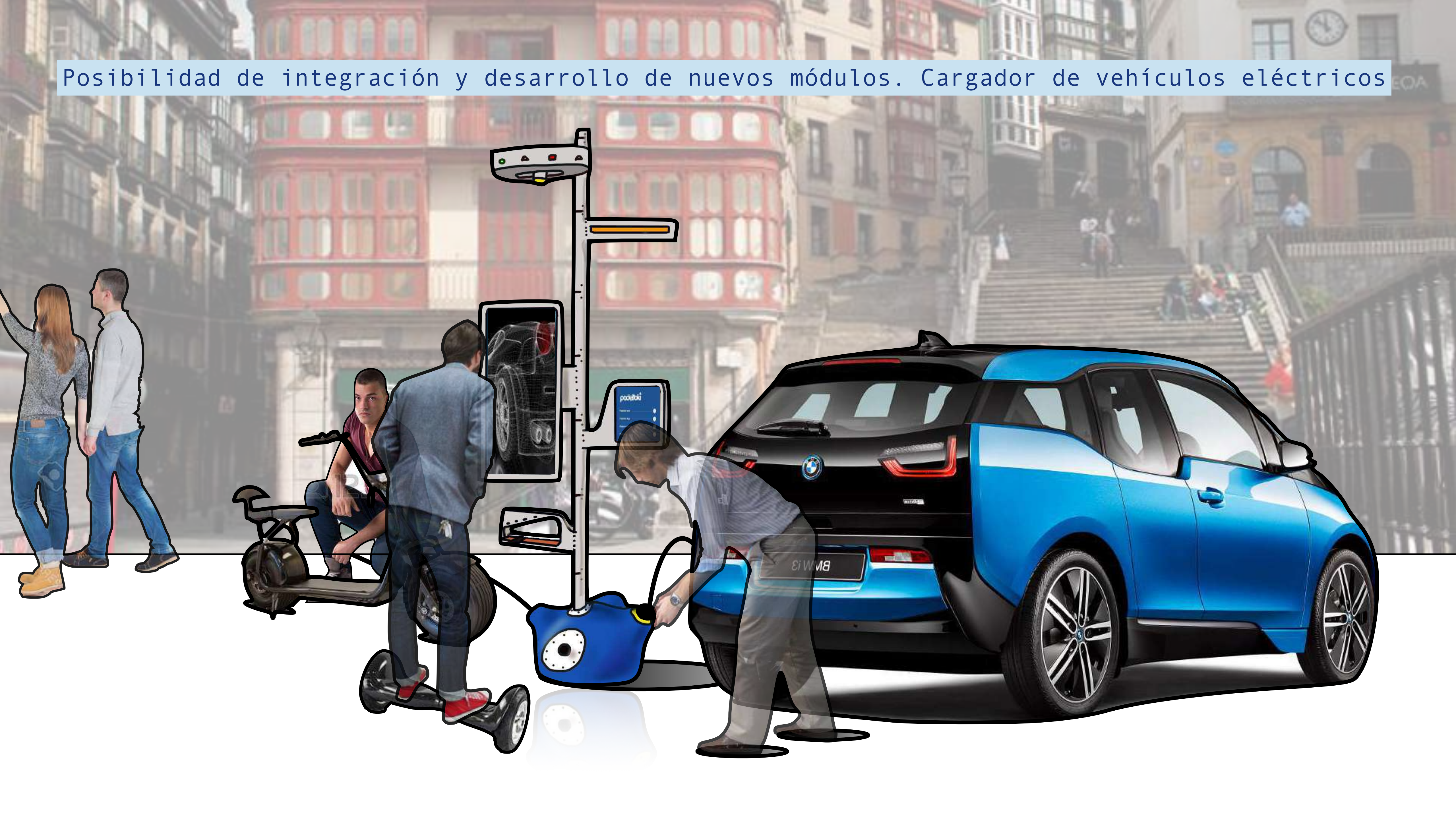
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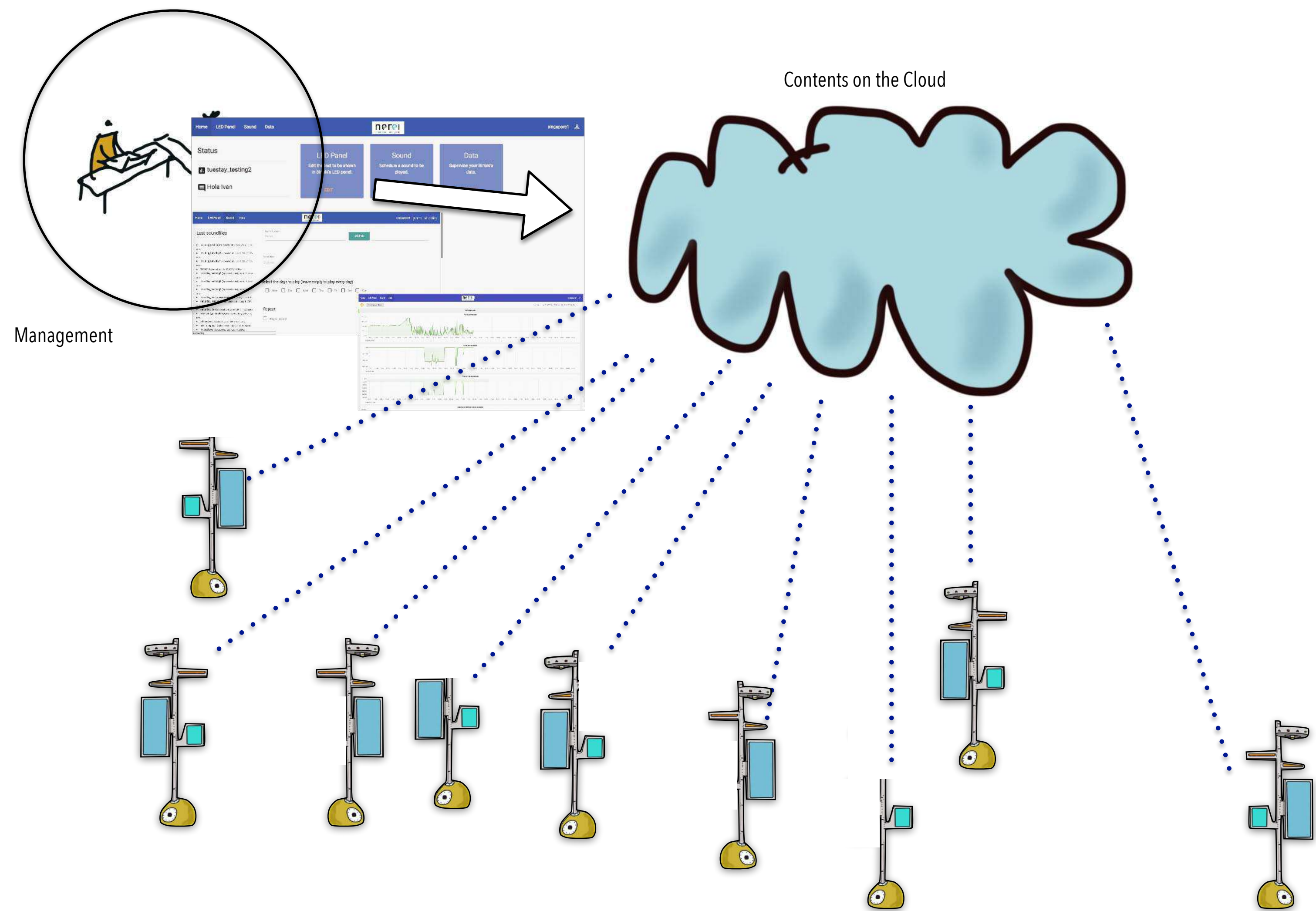
... that brings the smart city to life



Posibilidad de integración y desarrollo de nuevos módulos. Cargador de vehículos eléctricos



2. Gestión de contenidos



Gestión de contenidos. Interfaz

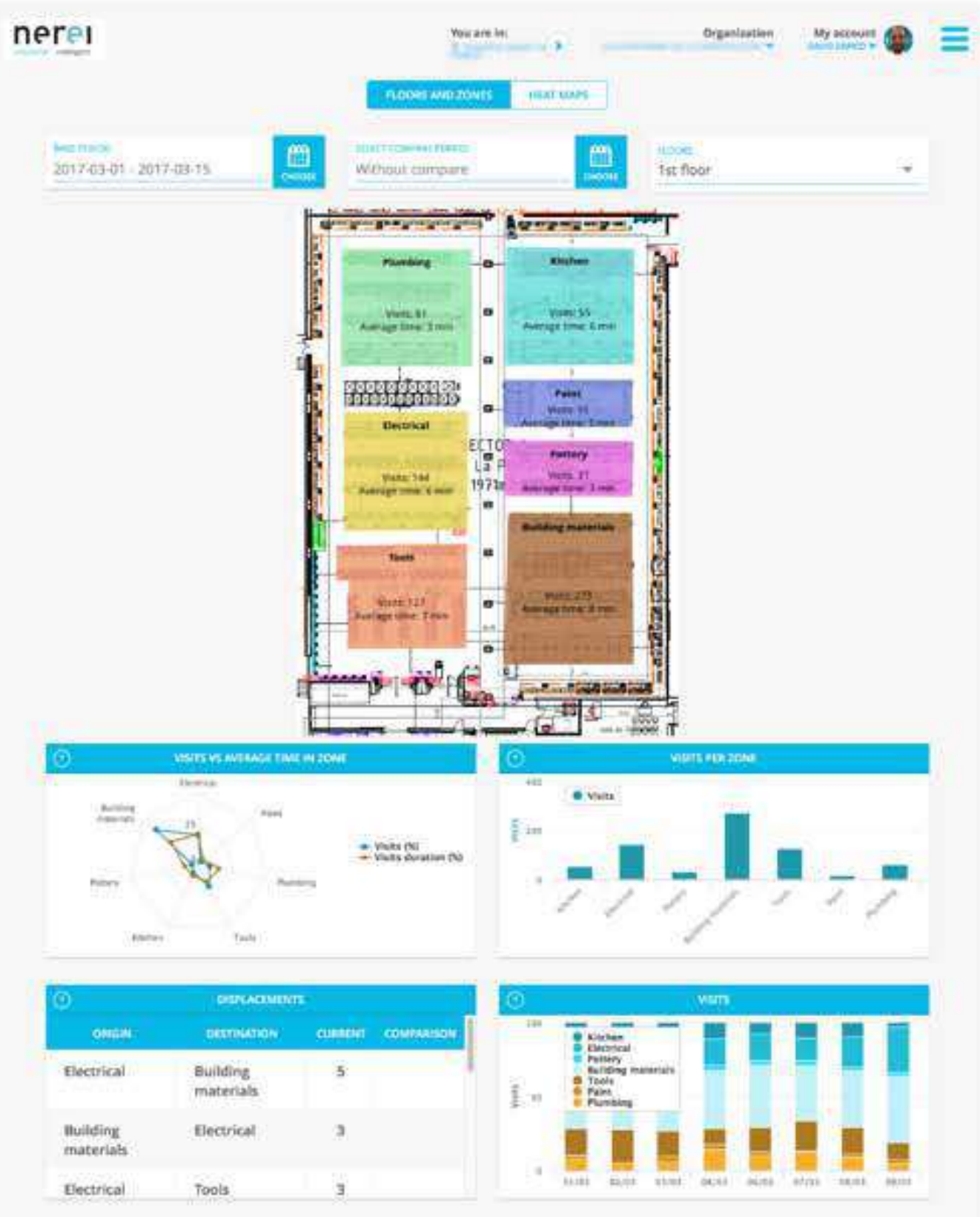


3. Gestión de datos

Number of visits, by days, hours...



track the customer's itinerary...

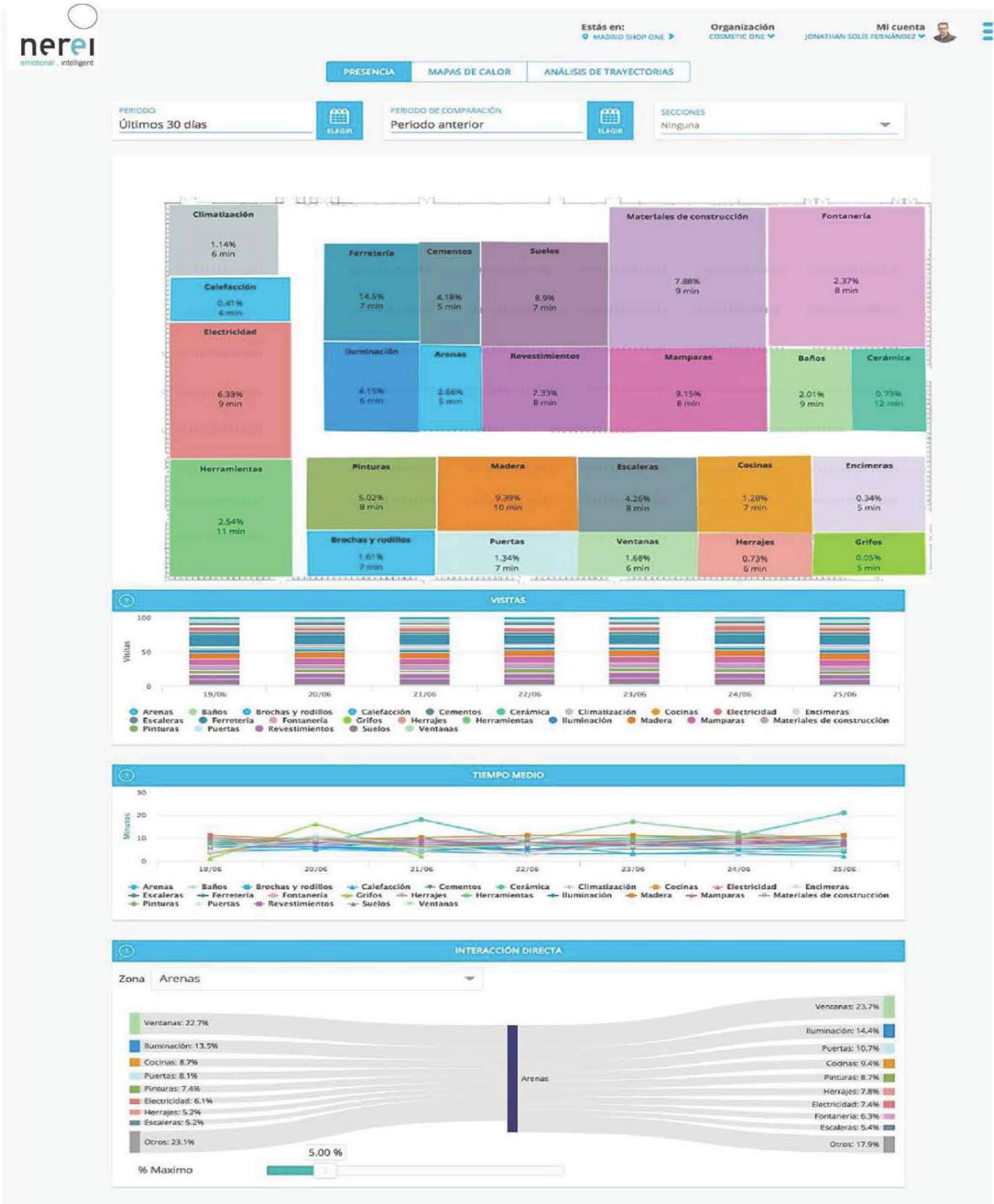


Mapa de calor presencia por cada punto de acceso (no de tráfico)



learn the most usual itineraries as well as the visits, the times of stay by categories

Gestión de datos:
Movimiento y
recurrencia de flujos.



Awards and Recognitions:

2015 Smart City Summit. New Delhi. Selected as one of the TOP5 Start-Ups

2015 Australia Livable Cities Conference. Selected paper

2014 Media Architecture Biennale. Denmark. Finalist in the Future Trends and Prototypes category

2014. BIA Bilbao Urban Regeneration Forum. Selected presentation

2014 Venice IxD. City Data Future Symposium. Selected presentation

2013 Bologna Smart City Exhibition. Selected presentation

2012 Smart City Expo World Congress. Finalist in the Innovative Initiative category

2012 "Ekintzaile" funds for Basque Start-Ups. Awarded

2011 "Factories of Creation" Research and Creation funds. Department of Culture of the Basque Government. Awarded

2010 B-awards. International Concept Design Awards. Public Space