Treelogic, technology for the citizens

by Javier Gutiérrez Meana

Treelogic is a Spanish R&D intensive company in the ICT sector established in 1996. Its mission lies in creating, boosting, developing and adapting scientific and technological knowledge with the purpose of improving quality standards in citizens' daily life. As a consequence, it offers both horizontal and sector-focused solutions, ranging from consultancy to public administration, health, transport or financial services. **Ewhere** (smart fleet management), **Crima Airports** (critical incident manager) or **Helphos** (healthcare software for patient safety) are good examples of the products developed, commercialised and supported by this Spanish enterprise.

The seed for most products starts out within the consolidated R&D department, which is undoubtedly one of the most valuable assets Treelogic counts on. An enthusiastic team works on diverse research lines - terahertz technology, the internet of services, the internet of things, big data, social robotics or artificial vision ? in collaboration with other partners from all around the world. Transfer is the keystone together with the wide experience acquired as a result of having coordinated and participated in more than 40 R&D projects at national and international level. Now Treelogic is leading 3 FP7 and 2 Eurostars projects among others.

In3DGuide is the first big step in the field of art after having completed other previous actions with regional museums. This Eurostars project enables an immersive environment in large buildings utilising their mobile phone and local communication networks to provide the user with Augmented Reality-based functionalities (such as guidance or interaction with art and cultural resources), managing ticketing, or access control, among others. Paintings exposed in the rooms are used as markers by the application to guide the visitor, or to displays useful information based on metadata obtained from a local server or the internet.

In the cultural heritage context, Treelogic coordinates a FP7 project called **INSIDDE** (www.insidde-fp7.eu) and aimed at developing new non-invasive and non-harmful devices and techniques for unveiling secrets not perceived by the human eye in artworks (e.g. preliminary sketches, underpaintings, underdrawings). With the purpose of helping curators but also keeping in close contact with people interested in art, these digital surrogates will be integrated into the European network Europeana at the time they will be part of an Augmented-Reality based smartphone application to be used at museums.

Besides, all along the three years of execution, Treelogic, as exploitation leader, will evaluate the chance to turn the scanner prototype into a marketable product, analysing the demand of potential customers.
For a more detailed information, please visit www.treelogic.com or get in touch at central@treelogic.com

Treelogic's channel on YouTube