

Corporate Events

Museums and Exhibits

Brand Activation

Point of Sales



www.gemadigital.com

ABOUT US

A Gema combina **criatividade, arte, design, tecnologia e audiovisuais** para exceder as expectativas dos nossos clientes.

Cada projecto é para a GEMA um novo desafio, uma nova forma de pensar e produzir tecnologia e inovação de acordo com os interesses, objectivos e valores das marcas.



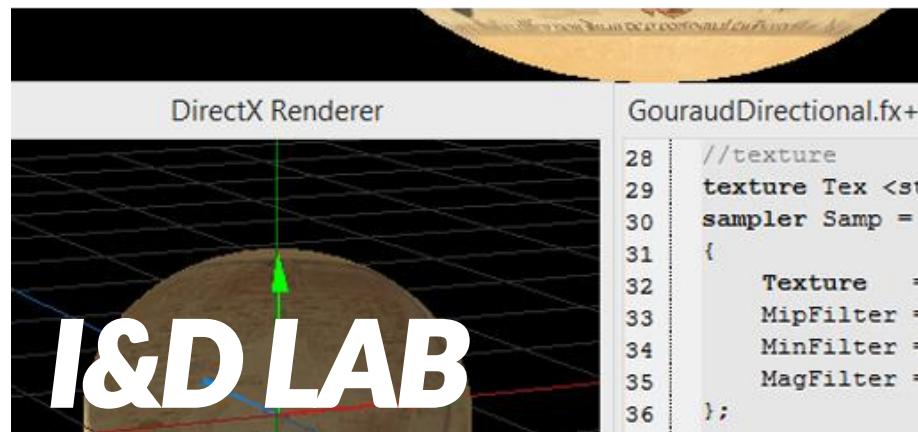
creative
technology APPS
projection mapping design 2D|3D animation
full dome experience **holograms**
interactive fogscreen visuals
water projection
augmented reality



MOREABOUTUS



Para nos mantermos sempre na **vanguarda da tecnologia** fazemos constante **benchmarking** com o que é feito fora de Portugal na área das indústrias criativas e **estabelecemos parcerias com players chave** na área da tecnologia e investigação.



Porque inovação é o ADN da GEMA , contamos com um **laboratório interno** de I&D e ainda:

- i) **Laboratório de investigação com a UTAD** , constituído para criação de novas tecnologias.



DESTAQUES

Desenvolvemos projectos e soluções para activações de marca, eventos corporativos, museus e exposições. Contamos com **mais de 200 projectos desenvolvidos em 10 países desde 2007**.

PRINCIPAIS DISTINÇÕES:

// PME LÍDER 2012

// PME EXCELÊNCIA 2013

// POPAI GOLDEN INDIAN 2012
Super-Bock Classic Campaign.

// POPAI SILVER INDIAN 2012
Mini Pull-off Campaign.

SPOTUS

Portugal

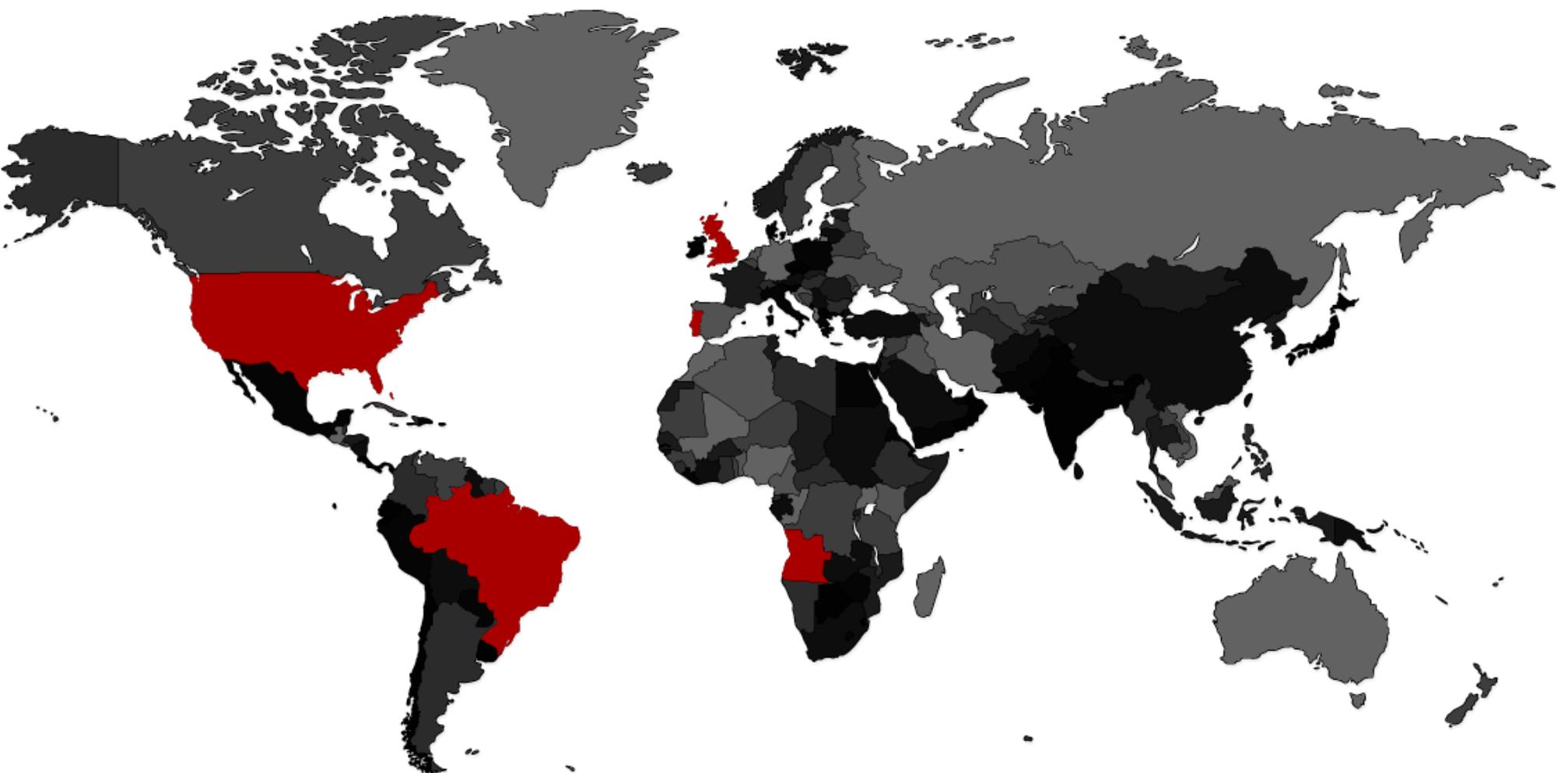
Angola

Brasil

USA

UK

and still Growing...



WEAREWORKINGANIMALS



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Partners*



*Creative
Team*



*Operations
& Audiovisual*



*Sales
Department*



*Project
Managers*



*Financial
Department*



*Development
Team*

OUR BEST WORK



Brasil 2014-Concepção e Desenvolvimento de soluções interactivas e conteúdos audiovisuais.



Porto 2014- Concepção e Desenvolvimento de soluções interactivas e conteúdos audiovisuais.



Viana 2014 - Concepção e Desenvolvimento de soluções interactivas, conteúdos audiovisuais e cenários do museu.



Brasil 2014- Desenvolvimento de soluções interactivas e conteúdos audiovisuais.



Brasil 2014- Concepção e Desenvolvimento de simulador 3D.



Turquia 2014- Concepção e Desenvolvimento de experiência imersiva.



Angola 2014- Concepção e Desenvolvimento de VideoMapping.



Porto 2013- Concepção e Desenvolvimento de soluções interactivas.

PELÉ MUSEUM

MUSEUM & INTERACTIVE CENTER



We developed three **Performance Games - Virtual Penalty, Sprint as Pelé and Dribbling Booth** - in which visitors can compare their results with the King´s most remarkable scores.

We also created **Audiovisual, 3D Mapping and Immersive Experiences**. In these spaces we recreated the ambience of Brazil´s locker room before the 1970´s World Cup Final. It is a full integrated piece of multimedia content that includes **3D animation, motion graphics and surrounding sound** to transport the visitor to that glorious day for Pelé and his national squad.

"The Promise" room includes an unusual short-film piece, using a **multi-projection setup integrated with a 2 meters high hologram**. It explores a strong and very emotional narrative that about the promise Pelé made to his father Dondinho, who was devastated after Brazil´s most historic defeat against Uruguay in the 1950 World Cup Final. The whole nation was in shock for the next 8 years, but Pelé had the perserverance, the talent, the strength and the will to win the World Cup as a player in 1958 and make Dondinho and millions of brazilians recover from deep sadness.

FIFA U-20 WORLD CUP

THE HEARTBEAT EXPERIENCE



A full immersive room in the Under-20 World championship in Turkey. The supporters' heartbeat was measured before they got into the room and these results were monitored during the show.

A 360° projection with images, videos, animations and interactive moments, all related to the world of football.

Inside the room, the user could kick a virtual ball and feel the cheer from the crowd projected all across the walls. It was also possible to perform the typical Mexican Hola and see the crowd follow him.

It was a very intense experience in an special environment as the room was standing outside the stadium.

This semi-permanent installation provided entertainment and participants could embrace the magical world of football history while waiting for the matches.

CASTELO RÁ TIM BUM

INTERACTIVE MUSEUM & THEME PARK



Rá Tim Bum was a famous brazilian tv show for children, on air between 1990 and 1994. It was a cultural phenomenon in Brazil and its cast was composed by several promising actors that were taking the first steps of their career.

The main director was Fernando Meirelles, that became worldwide famous for "City of God" or "Blindness".

The museum is a collection of some of the most memorable characters and sketches of Rá Tim Bum.

We created multiple interactive installations and experiences with the goal of making the fans happy and integrate them in the mesmerizing scenarios.

WE WORK WITH



FIFA



optimus

grupo Portucel Soporcel



Sonangol



net one⁺



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L'ORÉAL

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UniCredit



NEW EUROPEAN MEDIA GEMA

Favorecer o **Networking** para criação de **projetos inovadores**.

Através da Rede de membros e parceiros, tornar mais eficientes e frutíferos os processos de **internacionalização**.

Incentivar a criação de **sinergias** comerciais e de investigação.

Criar **projetos mobilizadores** que possam dinamizar transversalmente diferentes segmentos da indústria dos media.

Promover o acesso a **financiamento**.

Facilitar o acesso a **informação** de mercado, estudos relevantes e últimas tendências.

Actuar junto dos órgãos decisores sempre que relevante para o sector.

CONTACTMEUS



OBRIGADO!

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