

# +BIR+LO+KI+ SYSTEM



by **nereei**  
emotional . intelligent

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

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.

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

# 1

## exchange data & information with Birloki 1

-> Input your interests and mood

+ Charge your phone, download the app

# 2

## receive info on the local area as you explore the city

<- Video, data, augmented reality, customised messages



# 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



Environmental Sensors



Tactile Screen & Phone Charger



Base & Meeting Point Seat



New Functionalities Module



Loudspeaker & LED Display



LED Mood Display



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.



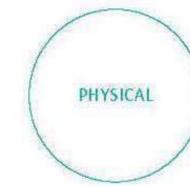
B2



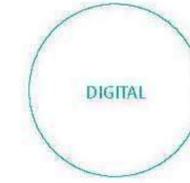
B1

[www.birloki.com](http://www.birloki.com)  
Contact us through our website for further info

[www.nerei.org](http://www.nerei.org)  
Birloki is fully supported and endorsed by Grupo Ner, an international industrial group present worldwide.



PHYSICAL



DIGITAL

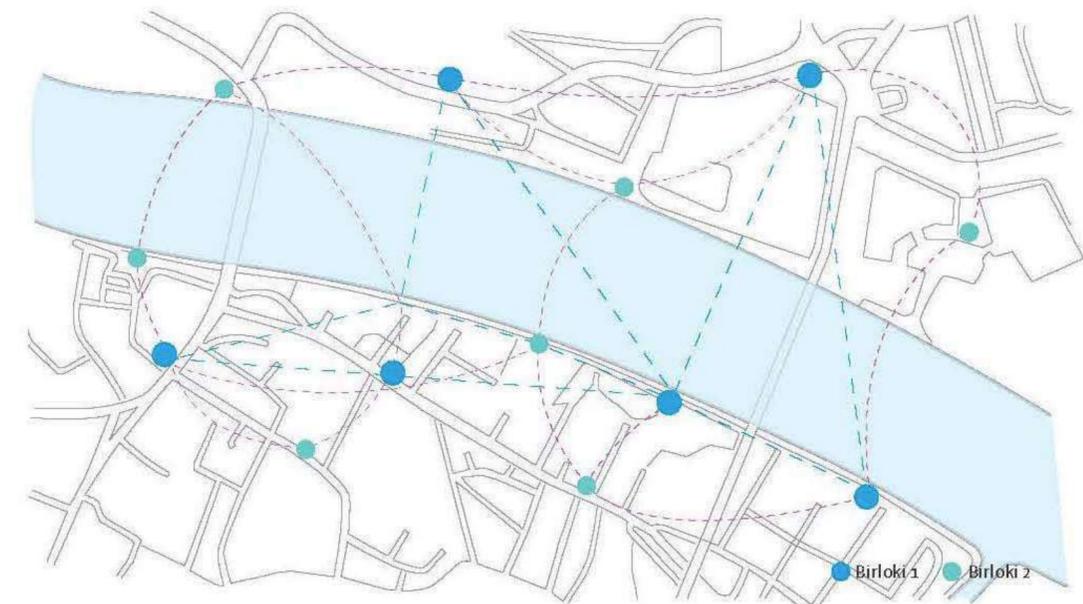


COMMUNICATION & INTERACTION

# Birloki

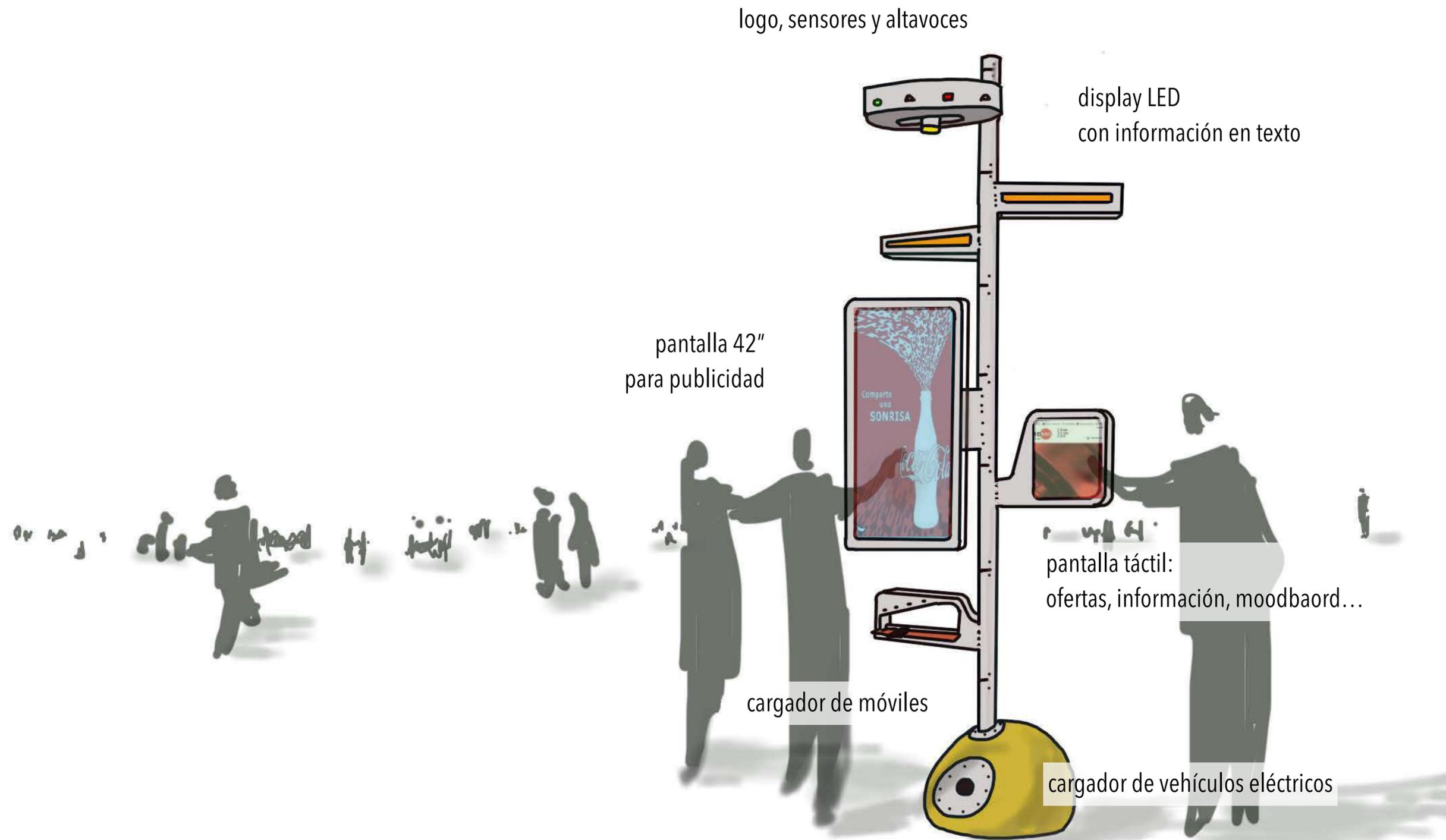
The urban space activator

U\_PAD



URBAN PARTICIPATORY DESIGN

# 1. Mobiliario urbano modular



# Smart Points interactivos

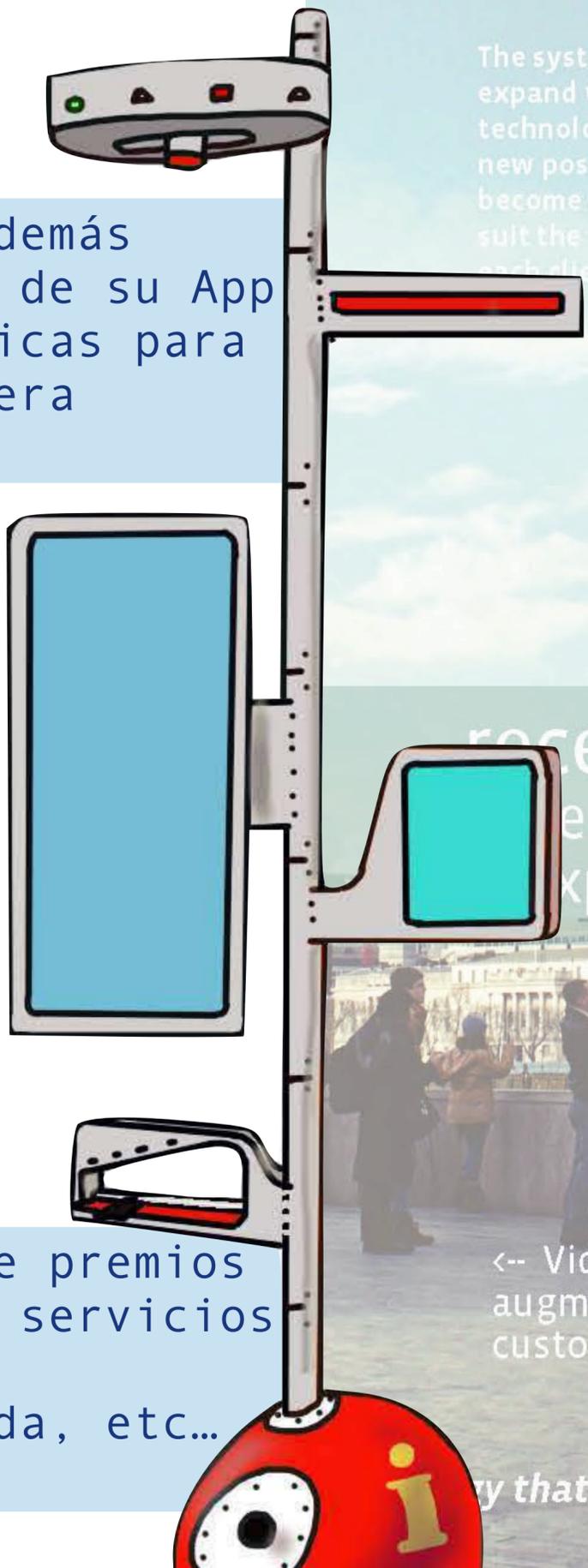


- QUÉ VISITAR
- DÓNDE COMER Y COMPRAR
- TEQUILA JALISCO
- DANOS TU OPINIÓN
- EL MEDIO AMBIENTE

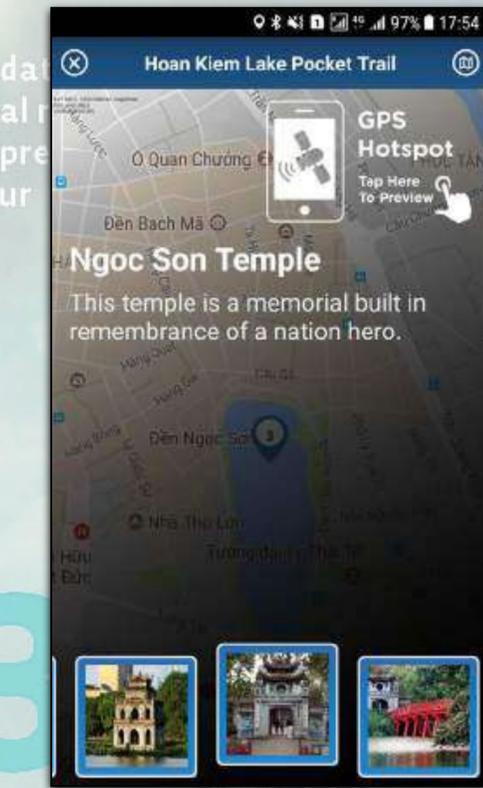
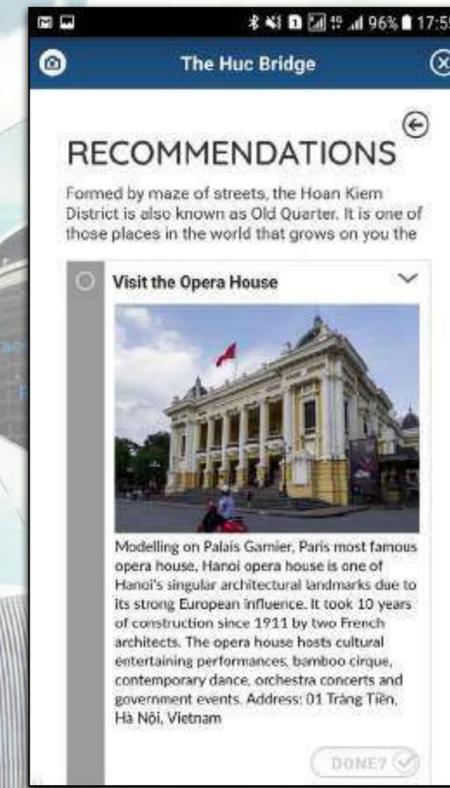
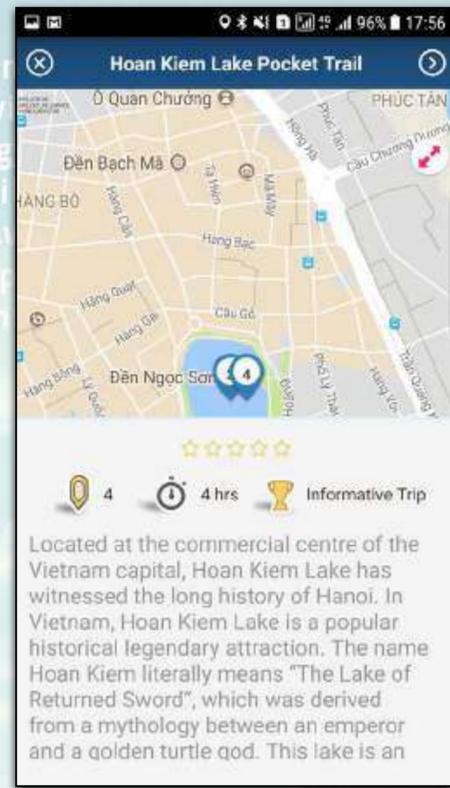


Birloki prone además juegos a través de su App de rutas turísticas para quien se la quiera descargar.

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



The system expand with technology new possibilities become available suit the specific needs of each client

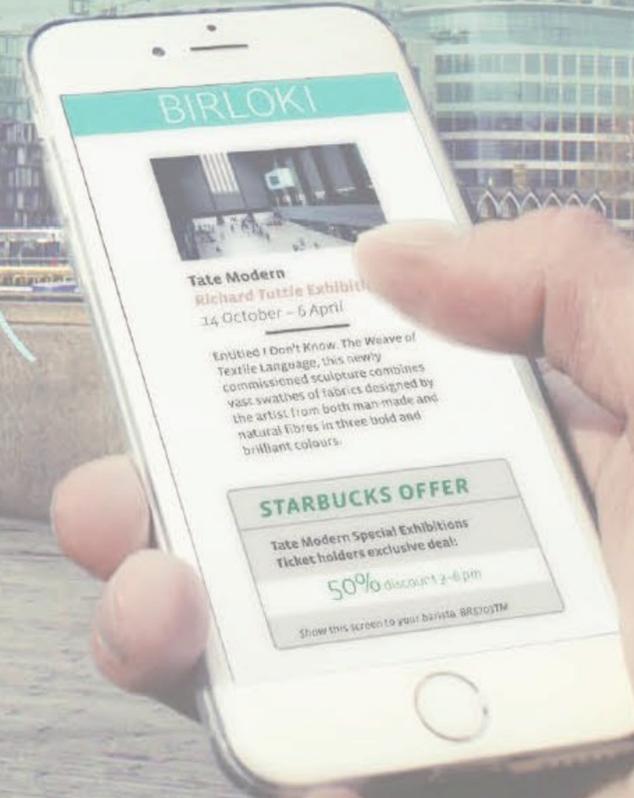


receive info  
of the local area as  
to explore the city

interaction  
between citizens and  
commerce

<- Video, data, augmented reality, customised messages

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

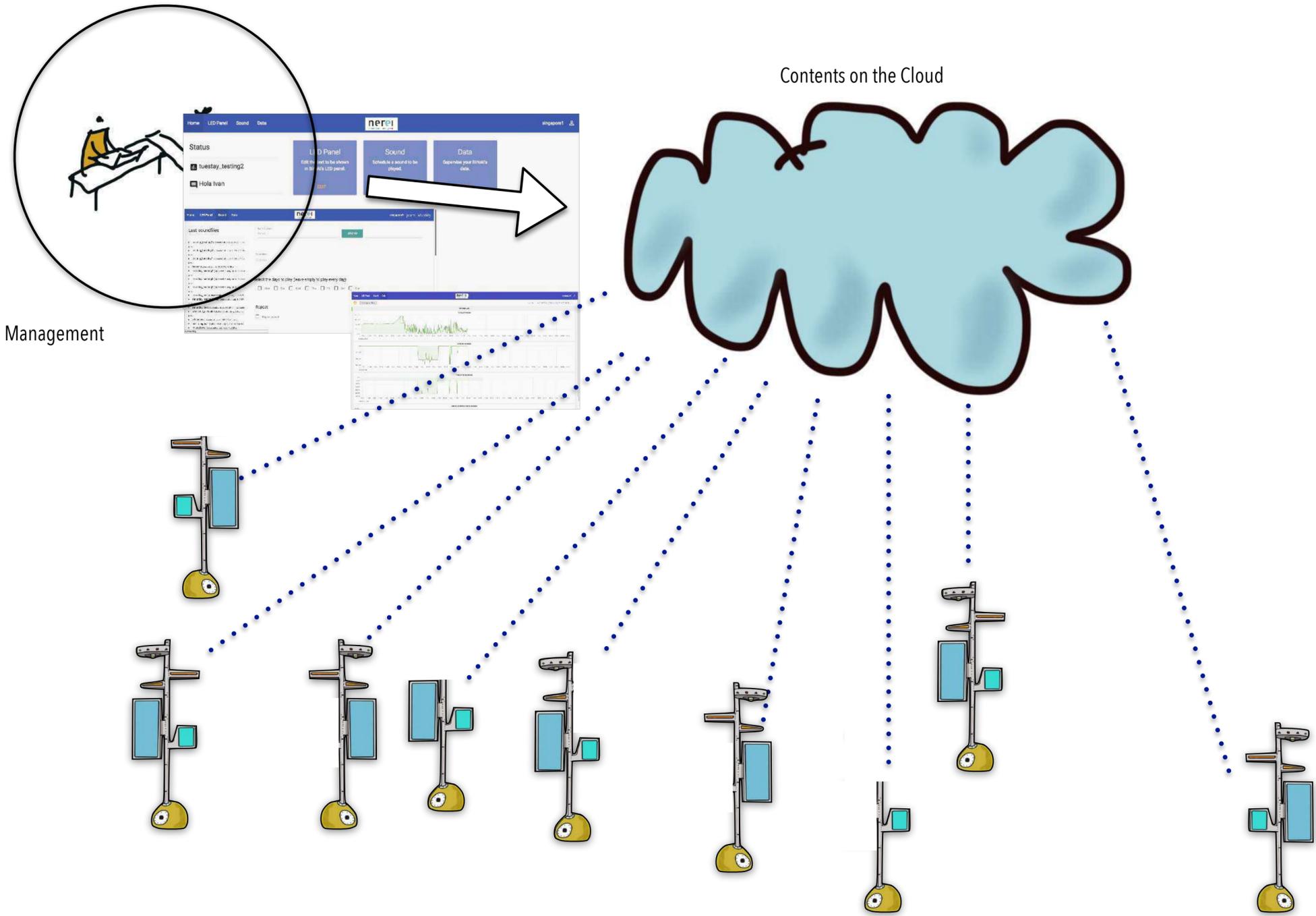


...y that brings the smart city to life

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



# 2. Gestión de contenidos



Content management on the network of Birlokis in the city

# Gestión de contenidos. Interfaz

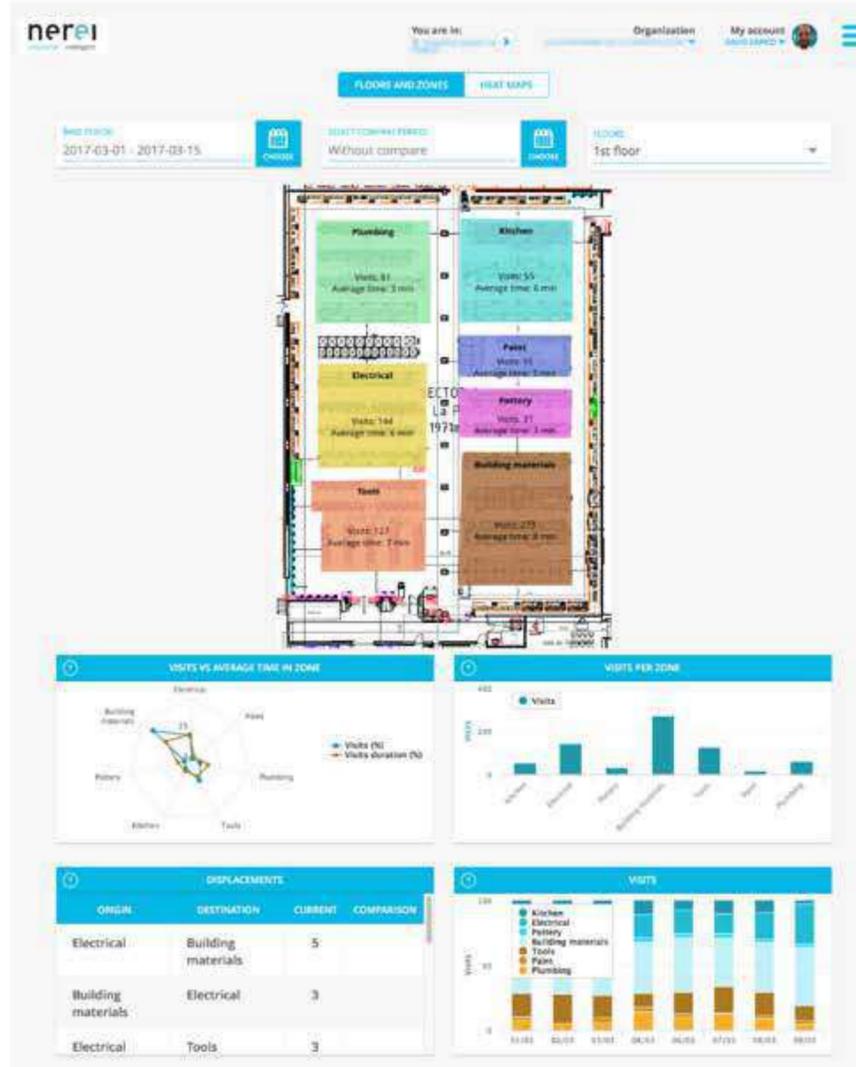
The image displays two screenshots of the nerei web interface. The top screenshot shows the main dashboard with navigation links (Home, LED Panel, Sound, Data) and the nerei logo. The user is logged in as 'singapore1'. The dashboard features a 'Status' section with a list of items, including 'tuesday\_testing2' and 'Hola Ivan'. Three main control cards are visible: 'LED Panel' (Edit the text to be shown in Bifok's LED panel), 'Sound' (Schedule a sound to be played), and 'Data' (Supervise your Bifok's data). The bottom screenshot shows the 'Sound' configuration page. It includes a 'Last soundfiles' list, a 'Soundfile' input field with '00010' selected, and a 'Select the days to play' section with checkboxes for Mon, Tue, Wed, Thu, Fri, Sat, and Sun. A 'Report' section with a 'Request report' checkbox is also present. An inset window in the bottom right shows a data visualization dashboard with three line graphs labeled 'TEMPERATURE', 'HUMIDITY', and 'PRESSURE' over time.

### 3. Gestión de datos

Number of visits, by days, hours...



track the customer's itinerary...

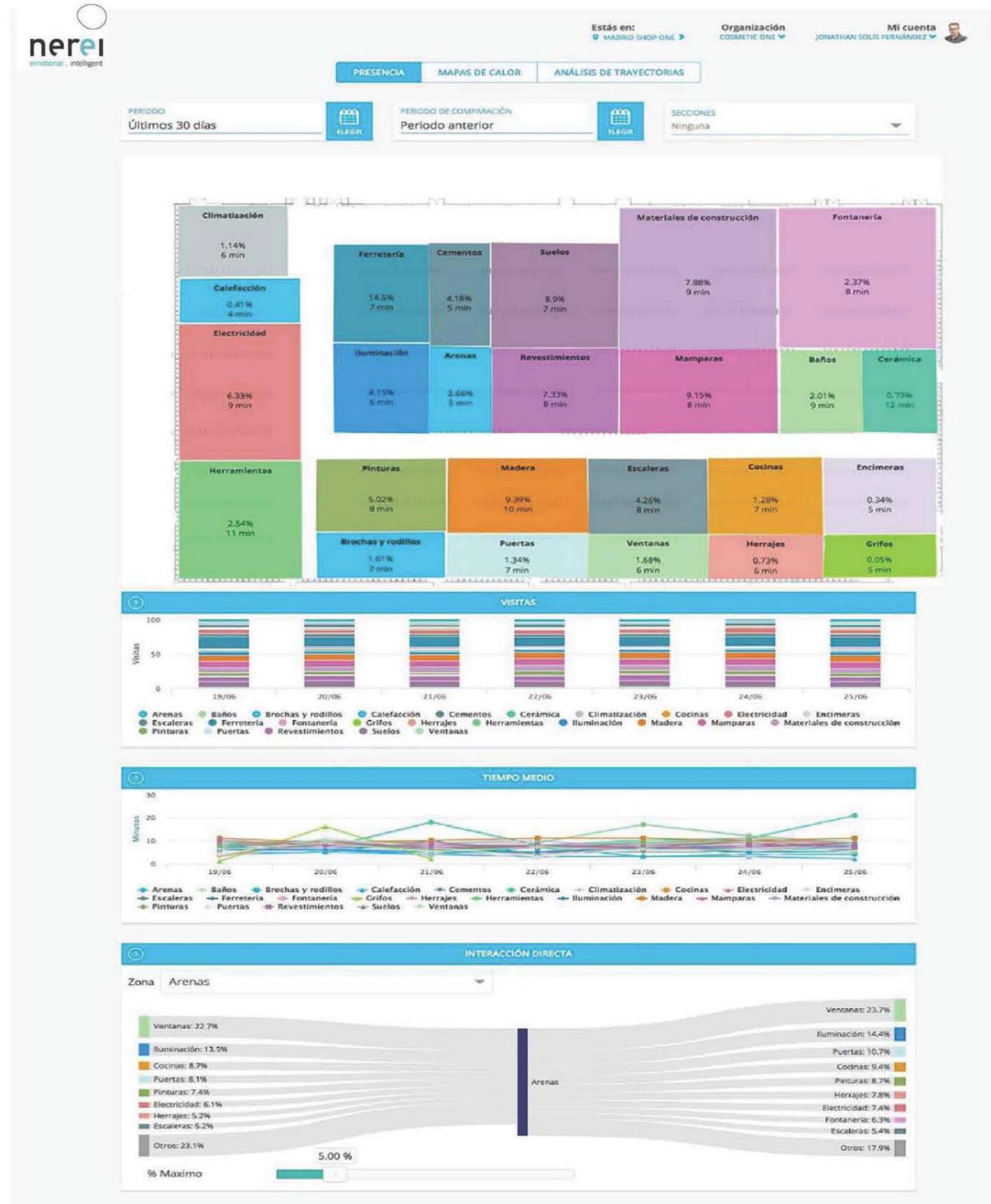


Mapa de calor presencia por cada punto de acceso (no de tráfico)



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