

MAKING INNOVATION TANGIBLE

Where AI becomes real

An AI-first innovation lab where ideas are **tested, validated and built**, and where digital and physical experiences come together to shape your customers' future. Not a showroom an **AI adoption accelerator** that turns forward-thinking concepts into scalable solutions with real business impact.

Beyond hype, into impact: **Tangible AI**.

12+
YEARS DRIVING
DIGITAL INNOVATION

TOP 30
INNOVATION LABS IN
EUROPE - CB INSIGHTS

2x AWARDED
IoT WORLD CONGRESS &
GRAUSTIC AWARDS

4
SECTOR-SPECIFIC
PHYGITAL TECH SPACES

1. See it.

Real, sector-specific demos in fully equipped phygital spaces explored in our curated Innovation Sessions.

2. Test it.

Hands-on validation of multiple use cases in realistic environments. De-risk strategic decisions before investment.

3. Scale it.

Direct pathway from prototype to production, backed by GFT's engineering excellence in AI, Data and Platforms.

Services & Spaces to inspire innovation

MAIN SERVICES

1. **Innovation Sessions @ the Lab or Flexible-Location**
Curated demo journey at our Barcelona Lab or wherever you are, with our portable Demo Kit and expert facilitators.
2. **Tech Expert Talks**
Deep-dive sessions on AI & Data, Cybersecurity, UX, DLT & Crypto and 25+ specialties by GFT experts working on real client projects.
3. **Innovation Ecosystem Tours (Barcelona)**
Full-day immersive experience: Lab session + curated visits and partner meetings with institutional, business and tech leaders.

ADD-ON SERVICES

- + **AIX Framework Workshops**
From Discovery to Ideation connecting AI with real business value. 2h to full-day formats.
- + **Agent GINA Q&A**
Live conversational AI agent for real-time audience engagement. Already on stage at Advanced Factories & more.
- + **Agent GINA Co-Host**
AI avatar co-presenting your event or keynote. Audience-tested, fully supported by our team.

Contextualised tech spaces

Cross-Sector
Phygital services, Biometrics, Holograms, AR, Wearables, Generative AI

Retail & CG
Sensors, AR/VR, Wearables for payments, CV & Generative AI

Industry
IoT, Visual Inspection, Computer Vision, Perceptive AI, ML

Home & Extended
Document processing, Process automation, Generative AI & Data



Our experience catalogue AI you can touch

A public catalogue of real, working demos sector-specific AI experiences. Unique in the market.

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