

Deployment advanced computer vision and graphics technology in smart-city startup

Short description (what need was solved)?

The Grafter is an SME whose initial aim was to develop a social network for the smart city. They wanted to change the way people interact within a social network using the city as supporting element. They required advanced computer vision and graphics technology to offer augmented reality in mobile devices, access to public R&D&I funding to support the development, and education and skills development for their workforce.

After the collaboration with UPM Grafter has developed a technology that enables the development of a B2C strategy to use building facades as a means for digital advertising and marketing.

What service(s) provided (different from example)?

Universidad Politécnica de Madrid supported The Grafter in:

- providing consulting services in computer vision
- hosting the company at the UPM bussiness incubator
- recruiting qualified staff among master and PhD graduates from our schools
- partner the company in successful public competitive funding calls
- provide advanced education and skill development to the staff through our Master and PhD programs in Artificial Intelligence.

The relation with digitization?

Name customer, contact details

The Grafter
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