

PRESS RELEASE

The aim is to achieve a simulation which is as realistic as possible in order to present lighting offers to clients

BINARY SOUL WINS THE TECUNI CHALLENGE LAUNCHED BY BIZKAIA OPEN FUTURE, AN INITIATIVE OF THE PROVINCIAL COUNCIL OF BIZKAIA AND TELEFONICA

- **Binary Soul presents a solution which will help to improve the presentation of Tecuni's lighting proposals**
- **It includes a simulated vision with sufficient realism to help its clients make the final decision**
- **It is the second Challenge which Tecuni has launched, supported by the initiative of the Provincial Council of Bizkaia and Telefónica in order to boost the digital transformation of the companies in the province**

Bilbao, 15 March. – Binary Soul is the winner of the Tecuni Challenge, the second launched by that company from the Bizkaia Open Future platform, an initiative of the Provincial Council of Bizkaia and Telefónica designed to boost the digital transformation of companies in the province. Binary Soul will develop a solution for the Bizkaia firm, part of the international group VINCI Energies, which will make it possible to generate a simulation of its projects which is as realistic as possible, in order to present lighting offers to its clients.

The proposal presented by Binary Soul, an SME headquartered in Bilbao, will make it possible to evaluate the types of lights and intensities to be presented in a more visual manner. It also includes the ability to explore the surroundings, which helps to improve the client experience when presenting the project and facilitates final decision-making.

Binary Soul, winner of this challenge launched through the global platform of Telefónica Open Future, which 22 entrepreneurs, startups, SMEs and technology centres entered, will undertake a real pilot of its project, paid for by Tecuni. In addition, it will obtain a prize of 15,000 euros and will be able to access the grants of the Bizkaia Provincial Council, provided that the stipulated conditions are met.

Binary Soul is a micro-SME founded in 2014 specialising in tailor-made software solutions designed to meet the training needs of industrial companies, fomenting

engagement, interaction, decision-making and learning. To that end, they use innovative technologies with new forms of interaction and control which provide additional functions and cost savings. This company was included in the new Commercial Acceleration Programme recently launched by the Provincial Council of Bizkaia and Telefónica

Tecuni, a leading company in its sector

Tecuni, with its headquarters in Ortuella, was created in 1972 with the aim of providing services in the electrical installations section. Today, it forms part of the VINCI Energies España group, the energy division of VINCI, the leading international group in concessions and construction. VINCI Energies is present in over 20 countries in Europe and it has 70 business units specialising in public and architectural lighting, applying the most advanced technologies in urban projects.

In the first challenge launched by Tecuni through the Bizkaia Open Future initiative, the company sought a technological solution which, in an automated manner, would carry out an inventory of lights, indicating characteristics such as geo-location, brand, model, type, information, mount, etc. It also aimed to explore a viable formula for the current working environment and systems which permit the remote reading of data. The challenge, which received 26 proposals, 15 of them from the Basque Country, five from the rest of Spain and six from elsewhere in the world, was won by the Mexican company RetailSights.

About Bizkaia Open Future

Bizkaia Open Future is the initiative of the Provincial Council of Bizkaia and Telefónica created three years ago in order to support the industrial sector of Bizkaia in its digital transformation. This programme is aimed at industry in general and it has become a point of connection between new entrepreneurial talent, both local and international, and the industrial companies in the province.

Since its launch, Bizkaia Open Future has put out eight challenges by companies and organisations related to Bizkaia. Velatia, OSI Ezkerraldea Enkarterri Cruces-Hospital Universitario Cruces, Dibal, Ingeteam, Tecuni, Sidenor and IMQ have received over 220 proposals from the Basque Country, the rest of Spain and around the world.

About Open Future

Telefónica Open Future, as part of the Open Innovation division, is a network composed of over 50 innovation spaces, present in nine countries. A global platform

designed to create business opportunities connected to entrepreneurs, investors and public/private partners throughout the world.

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