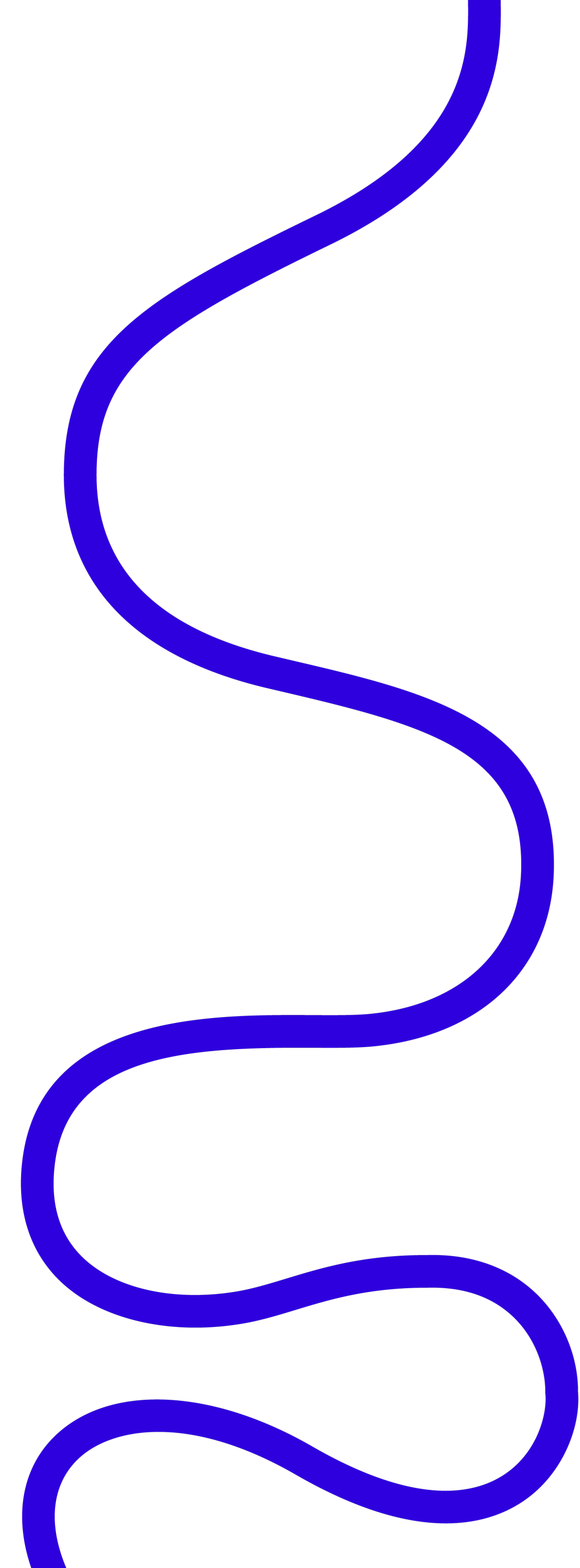# WE SEE THROUGH SOUND

**Sound & Vibration:
the new access to information**

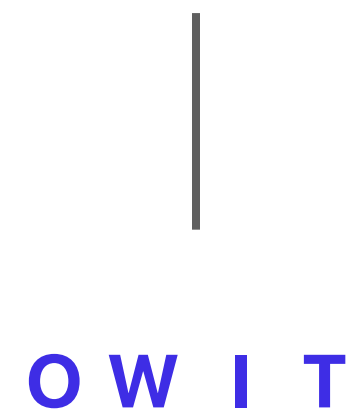2023

OWIT

Technological innovation as a solution to business problems

**To generate
multidimensional value
and to benefit
all the parties involved
in a project:
our definition
of** business**.**
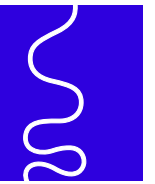
OWIT

INNOVATION

BUSINESS TECHNOLOGICAL SOLUTIONS

We cannot take advantage of 21st century technology by relying on 20th century ways of operating.

Innovation and digital transformation require companies with the ability to create technology ecosystems and evolve at the pace of change. They also **require the ability to transfer advances to the market**, when they reach the necessary maturity and their use becomes a competitive advantage.

We discard traditional practice in which standard technological tools are implemented, more or less adapted to the client, regardless of the level of usefulness and improvement that they can really bring. **We believe in innovative bespoke solutions, based on technology and scientific insight**.

Knowledge is key. The customer has it about his business. OWIT has it about technology and its applications. This is why we abandon the classic client-supplier relationship (passive-active) and we are committed to a collaborative process. All parties actively contribute to developing, in the appropriate technological ecosystem, the right solution for the client.

Internet of Things (IoT) and Artificial Intelligence (AI) in real time plus **Technological Hybridization (TH)** the tools to transform sound and vibration into insight and forecast

6
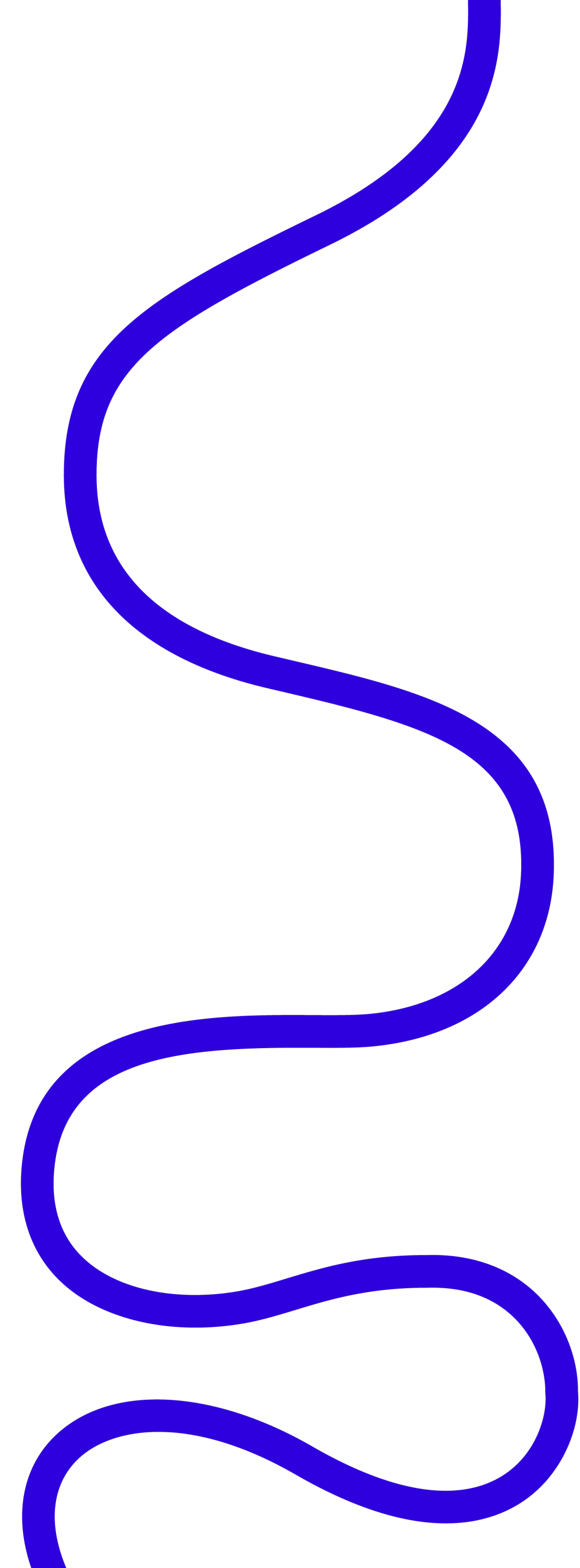
OUR SOLUTIONS

$(TH+IOT+AI)$REAL TIME

We overcome challenges by exploiting the information provided by **sound and vibration**. Our solutions are based on **technological hybridization**, the use of **IoT devices and schemes**, and the application of **artificial intelligence and data science real-time techniques**.

We iteratively adapt the technology to the conditions of the problem being addressed.

We validate each stage of development, focusing especially on the cost/benefit ratio.
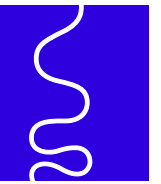
OUR SOLUTIONS

$(TH+IOT+AI)^{REAL\ TIME}$

We also rely on the following tools to increase the reach of our solutions:
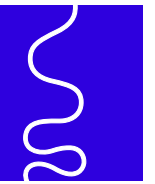
Sensor Fusion
Complementary information combination, redundancy and pattern detection from multiple input sources.
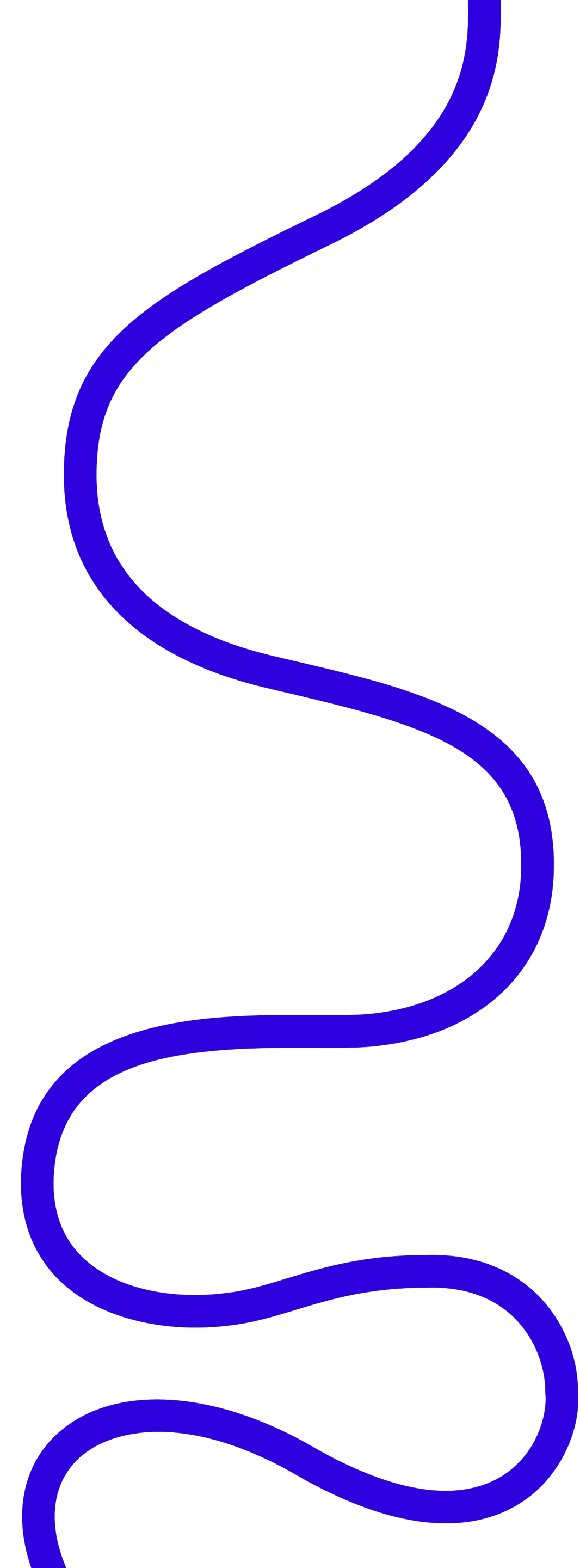
Edge Computing
Distributed computation to add value to the information understood as the final product, closer to where it is needed.

WOTAN
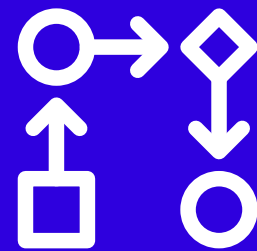Proprietary platform created to obtain information in real time and rapid prototyping.

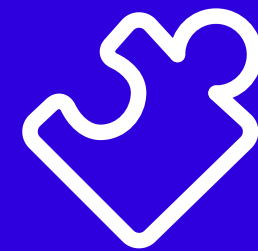# Our own development platform for IoT+AI solutions to obtain real-time insights
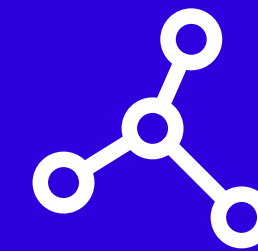
WOTAN

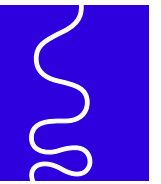9

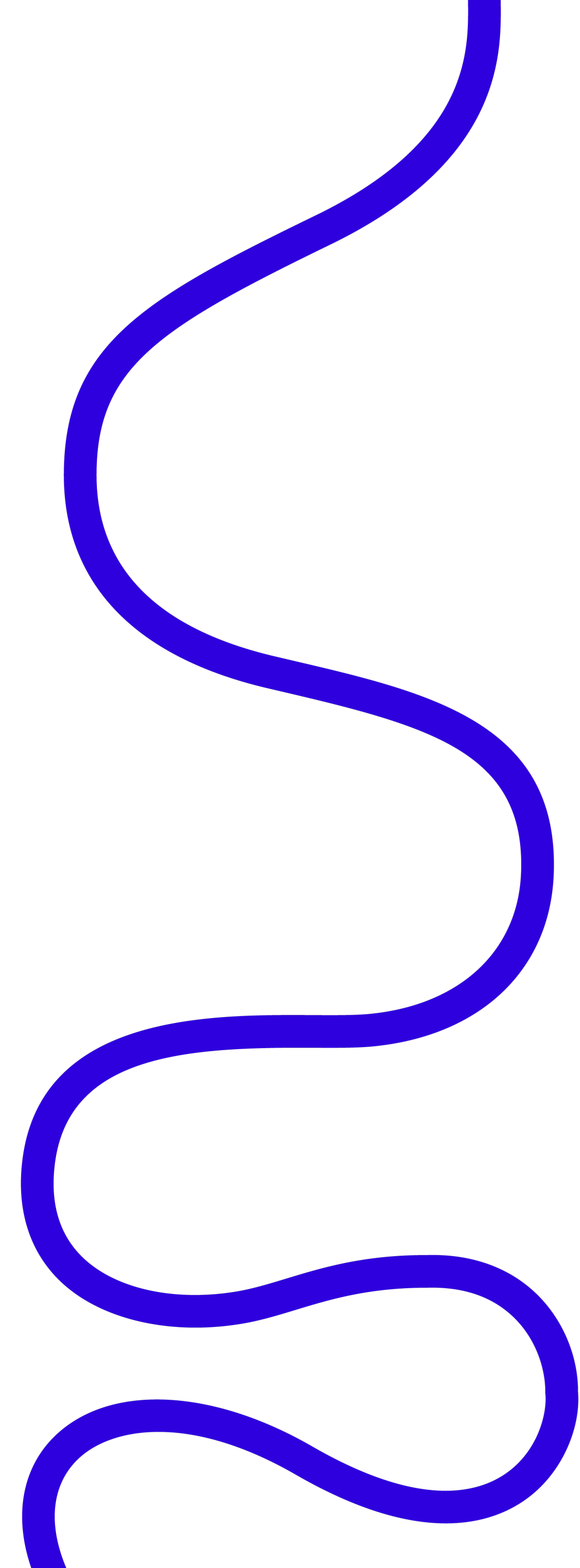| Agile Prototyping & Escalation | Modular Development | Open Source based | Interoperability |

Strengths & Capabilities

In our collaborative projects, every layer and every action must **produce** value **and fix it to the project.**
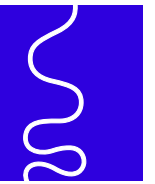
OWIT

STRENGTHS & CAPABILITIES

FOCUSED ON BUSINESS

We know the reality of companies, both their strategies and management criteria as well as the environment in which they fight against their competitors.

Our experience and capacity guarantee that projects meet their objectives. Overcoming challenges and exceeding expectations are the keys to our success.

Our approach focuses on a critical, but not always appreciated, aspect of business: **common sense**. In our solutions, technology is only a means for our clients to increase their profitability and competitiveness. Therefore, all our proposals must meet the following requirements before they are launched:

- Efficiency.

- Improvement of the client's competitive capacity.

- Increase the client's operating margins and/or revenues.

We don't skimp on value
to our customers,
we share it with them.

OWIT
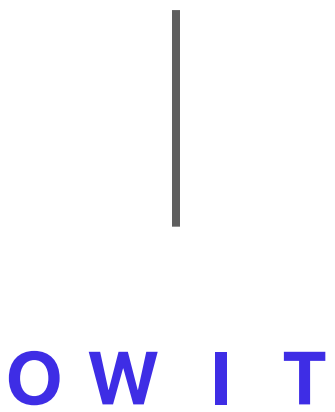
STRENGTHS & CAPABILITIES

# FOCUSED ON BUSINESS

The configuration of our projects is designed not only according to customer's needs, but also to their environment and market. Our strategic area supports the operational team to the appropriate degree for each stage of the project so that the requirements of efficiency, competitiveness improvement and increase of margins and/or revenues are always met.

Our team analyses the problems posed, the risks, needs, etc. from different angles in order to create ideal solutions. **Not the most complex, not the most powerful, not the most expensive: just the right ones for each client**.

Our organisation and methodology allow us to execute iterative processes efficiently, quickly and economically. At the same time, we constantly enhance them thanks to our continuous improvement systems.
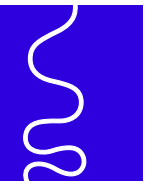
Every project's generated value must always exceed its cost.

OWIT

STRENGTHS & CAPABILITIES

DEEP TECHNOLOGICAL KNOWLEDGE

IoT, AI and technological hybridisation (HT) are our main areas of expertise. These are the bases from which we approach **sound and vibration** as sources of insight and forecast. With them and the support of our platform WOTAN, **we can implement projects that take advantage of any other type of data**.

We have many years of experience working in strategic technological projects for the European Administration, cooperating with organisations and entities in the development of R&D&I in different areas of knowledge, creating solutions for multiple business areas.

We enhance our capabilities and scope by exploring emerging technologies, collaborating with innovative teams and working together with prestigious research and knowledge centres.

This knowledge management strategy allows us to evolve on the right path at the right pace. In this way, **we avoid common risks in the sector such as hypes or the generation of hollow projects (technically very complex, with high costs, but lacking in real value for the client)**.
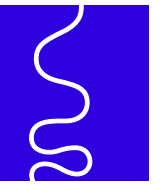
STRENGTHS & CAPABILITIES

DEEP TECHNOLOGICAL KNOWLEDGE

We observe the technological ecosystem closely, from different levels and approaches, in order to stay ahead of current proposals and get familiar with all the advances before they reach the market.

We are self-sufficient with respect to hardware and software to complete our projects successfully. We have the knowledge and resources to obtain and/or create the right tools:

- We locate the optimal choice in the market.

- If it does not exist, we search the market for the closest match to our requirements and modify and adapt it to reach the optimum.

- If it is not possible, we design and manufacture the optimum at home.

From the earliest stage of development, all ideas, proposals and solutions are analysed from a **business efficiency** point of view to ensure that the project will generate **as much real value as possible**.

In this way we avoid the most common problem in the sector, which is to consider technology as both means and end at the same time, generating hollow projects that are always paid for and suffered by the customer.
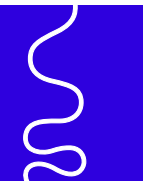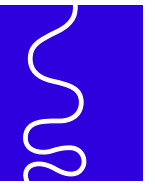
STRENGTHS & CAPABILITIES

PRODUCT DESIGN & USER EXPERIENCE

We work and design focusing on people (**human-centered design**). We address every design aspect: from concept to implementation with the user as the key element; from branding to UX (user experience); from tech devices to production management. We create products, services, systems and spaces. We devise significant concepts to improve the way we live, work, do business or have fun.

We believe that good design emerges from **empathy** with our users. Our team collaborates with our clients in iterative **co-design** and **co-creation** processes to integrate experiences in which technology becomes essential and invisible at the same time.

STRENGTHS & CAPABILITIES

INNOVATION PROCESS MANAGEMENT

We master project management, covering all aspects of innovation: talent search, team management, budget, deadlines, dialogue with stakeholders... This has been key to our staff successfully executing several European H2020 projects and participating in PPI (Public Procurement of Innovation) processes.
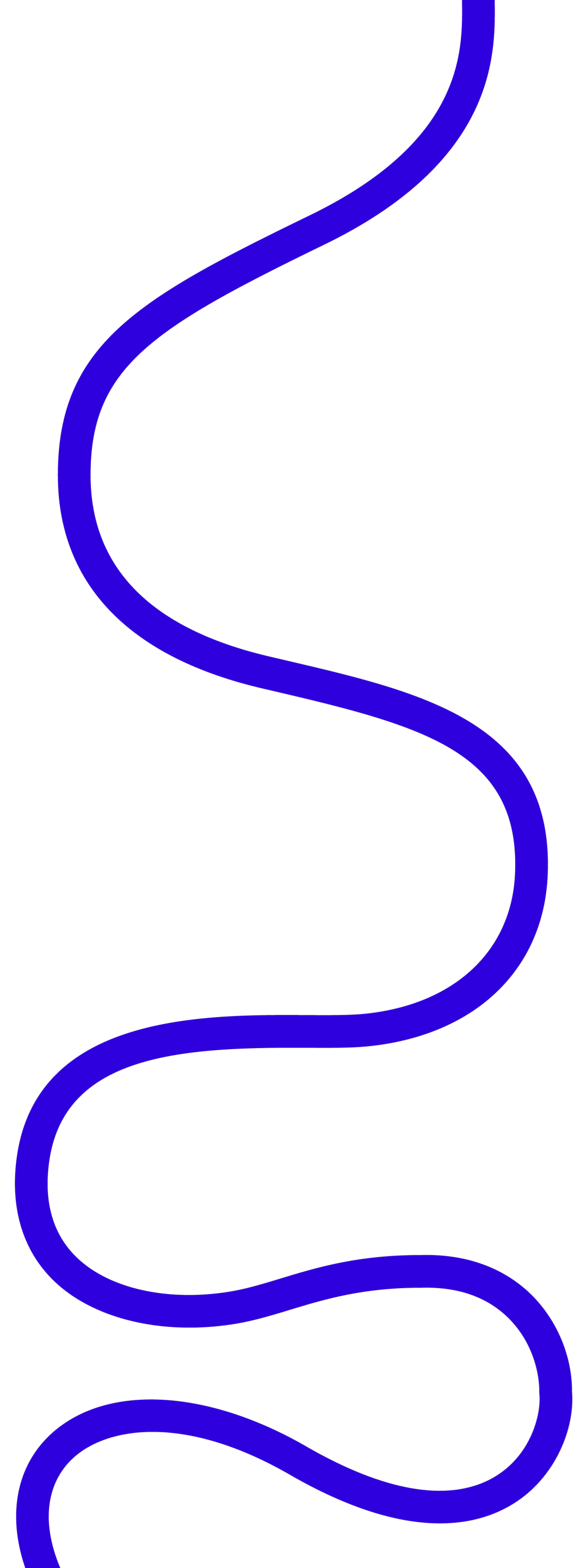
Open innovation is in our DNA.

We commit and work with our wide network of collaborators (SMEs, large companies, universities, technology centres...)

We create contexts: we navigate the environment, interact with the experts and direct the process so that the results solve the challenges we face.
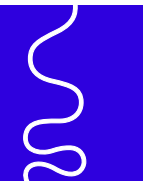
Experience

EXPERIENCE

FAR-SIGHTED PRESENT

Our team's track record is extensive. We have developed sensor, data analysis and communications technology for the mobility and personal safety sector; smart embedded systems for industrial equipment; robotic dispensers for the biohealth sector; researched and implemented deep learning algorithms and computer vision for IoT devices; won the first public procurement of innovation contest by the Spanish Ministry of Public Works and Transport with a road driving support system in conditions of extreme low visibility...

... it is clear that we are **passionate about shaping the future**.

OWIT is a company that thrives on challenges. We are comfortable participating in the international technology ecosystem and constantly evolving. Thanks to our knowledge, mastery of technological hybridization, and the power and capacity of our WOTAN platform, we face any challenge by maximising feasibility and minimising technological risk.
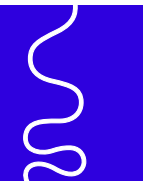
You know better
your business.
We know better
about digital mutation.

*What could we possibly
do together?*
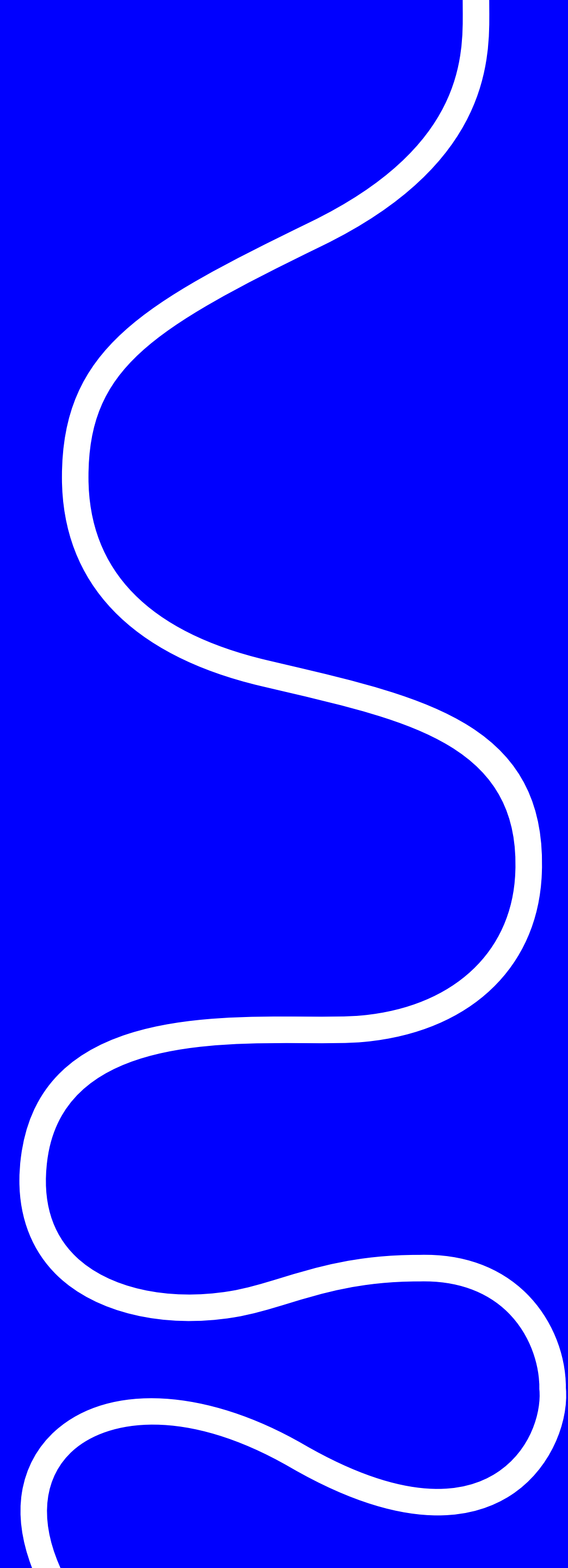
CONTACT

Write to us:
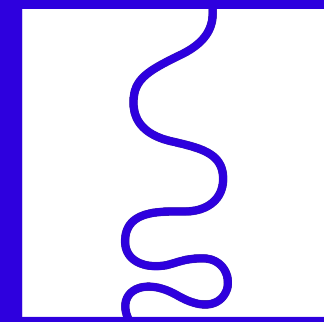
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