





ABOUT US

Randòmika is a multimedia consulting company dedicated to the development of custom communication and audiovisual solutions.

Since 2002, Randòmika is set in Barcelona, Catalonia, permanently until this day.

The project has worked initially as a collective of artists, designers, musicians, coders and other multimedia creators, developing different self creative projects by commission or customers.

Subsequently, the project took the form of a company that links creativity and artistic work experience in management of a Multimedia and Internet company.

Our interest for creation and experimentation has led us to work from the outset in the creative field, bringing innovation to our projects and our clients.

The crafty approach of our projects is reflected in the quality provided, warmth, and innovation, whether for large companies or small institutions.



BENEFITS

- We use new process of collaborative online working and teleworking that results in an advantage in terms of cost and management for our customers.
- We choose new channels and systems of audiovisual content distribution.
- We are pioneers in the use of the Internet as a central access platform to multimedia content.
- We deeply understand the economic and social changes of our time and bring our strategic vision to our customers and projects.
- We apply a sustainable and realistic methodology of our project management that achieves fixed outcomes.
- Randomika Group is an open company oriented to free software and Open Source solutions.
- Over 10 years of experience in Multimedia development and Internet market.

SERVICES

MULTIMEDIA PRODUCTION

- Multimedia and Internet Consulting, Multimedia Communication, Interactive Marketing, Websites, Promotional Microsites, Online 2.0 Campaigns, Graphic Design Interactive Design Audiovisual Design, Event Production, Audio and Video Streaming, Interactive Installations, Videogames, Social Games, Mobile Apps, Augmented Reality.

CULTURAL MANAGEMENT

- Curators and Managers of cultural content for institutions and companies.
- Production of cultural events and concerts.

MYVUELINGCITY.COM - CASE STUDY



Client: VUELING AIRLINES

Project: MYVUELINGCITY.COM

Consulting and development of a web platform and mobile application for Barcelona airline company Vueling. Barcelona, Catalunya.

+ info <http://www.myvuelingcity.com>

DMAG MAGAZINE - CASE STUDY



Client: DMAG MAGAZINE

Project: AUGMENTED REALITY APP FOR A FASHION MAGAZINE

Consulting and development of augmented reality applications for fashion magazine allowing access to multimedia content and premium adverts.

Buenos Aires, Argentina.

+ info http://www.innovargroup.com.ar/esp/portfolio_work.php?trabajo=7



ALFAMAQ - CASE STUDY



Client: ALFAMAQ

Project : Alfa Alfamaq has become one of the first real estate companies to market their works through Augmented Reality technology. In this case, scanning one of the markers with the smart device allows us to discover a 3D map to go through.

+ info http://www.innovargroup.com.ar/portfolio_work.php?trabajo=12

INNOPIRAC - CASE STUDY



Client: INNOPIRAC

Project: Innopirac is more than a funny medication. It's a true gamification action. Kids don't want to take their medication; a smart solution is to make them play thanks to their medicine and AR so they associate it with a nice moment of the day!

THE HUMAN BODY - CASE STUDY



El CUERPO HUMANO

EXPERIMENTÁ NUESTRA APLICACIÓN DE REALIDAD AUMENTADA.
Conocé más sobre nuestra colección, participá de una trivía sobre anatomía y divertite con las animaciones 3D del esqueleto.

1 DESCARGÁ ahora de Google Play o App Store la aplicación La Nación-El Cuerpo Humano.

2 EJECUTALA en tu smartphone o tablet.

3 ESCANEÁ la imagen de este aviso, divertite y aprendé jugando.

AGUILAR MIÉRCOLES por mes, opcional con tu diario LA NACION

DESARROLLADO POR INNOVARGROUP

AR

Cliente: LA NACIÓN newspaper.

Project : LA NACIÓN is one of the first editorial companies in Argentina.

In this case we developed an educative app with augmented reality for kids.

Scanning the different markers with a smart device allows the user to discover 3D and interactive animations in The Human Body Manual for kids.

FUNDACIÓN “la Caixa” - CASE STUDY



Client: FUNDACIÓN “la Caixa”.

Project: ONLINE CAMPAIGNS FOR COSMOCAIXA AND CAIXAFORUM EXHIBITIONS.

Consulting and strategy development, media planning and multimedia design to promote exhibitions for the foundation museums.

+ info <http://www.randomika.com/comunicacion/>

DIGITAL ART / CULTURAL - CASE STUDY



Client: FUNDACIÓN “la Caixa”

Project: CONSULTING AND CONTENT DEVELOPMENT FOR CAIXAFORUM MUSEUMS.

Development and curation of media art and electronic music content, multimedia and avantgarde art projects for the following museums:

CaixaForum Barcelona, Madrid, Lleida y Palma. 2004-2011.

+ info <http://vimeo.com/7844683>

SCANNERFM WEBSITE - CASE STUDY



Client: SCANNERFM.COM

Project: CONSULTING AND NEW WEBSITE DESIGN FOR ONLINE RADIO.

Development and new website design for a leading online radio in Barcelona.

Optimization of usability, performance and navigation.

Barcelona, Catalunya.

+ info <http://www.scannerfm.com/>

AVSF-HABBANAE - CASE STUDY



Client: AVSF FRANCE (Farmers and Veterinarians Without Borders NGO)

Project: HABBANAE MAGAZINE.

Consulting, development and design of Habbanae magazine on ecology, sustainable development and international cooperation.

Paris, France.

+ info <http://issuu.com/microfeel/docs/habbanae105.sep2012/1>



CLIENTS

Fundació “la Caixa”
E-laCaixa
Volkswagen España
Skoda España
Vueling Airlines
Vinizius Young & Rubicam
GEC S.A.
Soft Catalunya S.L (SC Trade)
Seis Grados
Scanner FM
le Cool
Lateral Thinking
CincuentayCinco S.L.
AVSF
Fundació Videoteca dels Països Catalans

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