

## Personalised advertising and emotion detection with a robot that attracts possible clients

LOCATION: Málaga

DURATION: 1'35"

**SUMMARY:** Engineers from the University of Málaga are part of the ADAPTA Project, an innovative and unique initiative in Spain for personalized advertising promoted by the multinational company Indra. They have developed a robot that interacts with potential clients and guides them to a digital interactive panel able to detect the emotions of the client and to display holographic images of the products.

### VTR:

*- "There's a panel with objects that may be interesting for you. Do you want to come with me?"*

### AMBIENCE

*- "Is it for free?"*

*- "The panel has no cost at all."*

This robot works autonomously and is part of the ADAPTA Project, an innovative initiative unique in Spain that intends to bring personalized advertising to public spaces.

**Juan Pedro Bandera**  
Engineer

*"The robot is an element to attract clients towards an interactive advertising panel."*

**Javier Martínez-Moya**  
Director of the ADAPTA Project

*"We are really talking about personalizing advertising content of brands, campaigns, and using technology to attract users towards this medium."*

The robot, designed and built at the University of Málaga, will guide potential clients to an interactive panel; even maintaining a conversation if necessary.

**Juan Pedro Bandera**  
Engineer

*"The robot has a series of questions, answers, topics... always regarding the panel it can handle."*

This advertising panel is able to detect emotions in real time and to display 3D advertising content using holograms. This product can also work in smartphones and tablets.

**Javier Martínez-Moya**  
Director Proyecto "ADAPTA"

*"The gestures you use, this means, if you are smiling or not. We add all that to a profile, we tell it to the system, the system recognizes who you are, more or less, and shows you personalized advertising content."*

The project has concluded the first development phase. It is led by Indra and it is aimed at public spaces such as airports and malls. These images may look like science fiction but this future is not that far.

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