

WHO WE ARE

BCAA Srl is the result of a meeting between 3 professionals who had always been involved in the creation and development of innovative products and of services integrating motion capture, audio, animation, communication, web and multimedia systems, and **Theorema Srl**, a company engaged in management consulting for more than 20 years.

BCAA works on the design, engineering and development of innovative communication systems and promotion in entertainment, event organisation, innovative corporate communication, promotion of tourism in areas.

The result of the experience acquired in the field of multimedia communication and the quest for maximum integration between the different languages and codes of expression (gestural, visual, instrumental-musical) is:

- **KILYKA'** (copyright protected and just working on patents) is a project that aims to explore models of interaction between the musical, the visual, and the gesture language, with particular focus on the recognition of expressive content. The result is an interactive space obtained by integrating a markerless motion-capture technology and different rendering engines. Such engines visually and acoustically interpret the expressive content to generate interactivity.
- **KIS** (copyright protected and just working on patents) stems from the experience gained in the field of multimedia communications and of research in integrating different languages and expressive codes such as gestural, visual and music-instrumental.
KIS is an immersive installation with a high experiential impact for the delivery of multimedia content. It is a technology that allows the user to create experiential moments of great impact. Users live their "experience" inside an empty box (greater than 5 x 5 meters). This box virtually recreates around the user the world to be experienced by combining video, three-dimensional resources (for example 3D tours), sounds, music, images and animations

OTHER CREATIONS

FILM, VIDEO & ANIMATION 2D/3D – video production and post-production, compositing and animation

AUDIO PRODUCTION – audio production and post-production

LIVE INTERACTIVE - design, customization and presentation of live contents

WEB & MULTIMEDIA CREATION - new customized multimedia interactions for the world wide web

MORE INFO

- Winner of Innovalazio 2007 as the more innovative company in the "product innovation" category
- Operating at the Tecnopolo Tiburtino (concentration of high-tech enterprises of the Lazio Region)
- Free registration Industrial Union of Rome by President Abete will.
- Participation in the Cebit 2008 in Hannover, hosted by European Space Agency
- Participation in Rome Globe08 guests of the Lazio Region
- Participation in Techa2008 (innovation and research on cultural heritage)

CLIENTS

Bic Lazio Spa, Unione Industriali di Roma, Media Art Group (agency), Nokia, Capitalia, Unicredit, Ministero Sviluppo Economico, Galleria Borghese, Aria-D (designer), Imaginali (agency), Arcidiocesi Catania, Virtual Italian Parks (agency), Horcynus Orca (parco letterario)