



THE FUTURE TAKES OFF

*Immersive and Emerging
Technologies in Action*

1st Citiverse Assembly 3th November 2025 | Valencia Spain

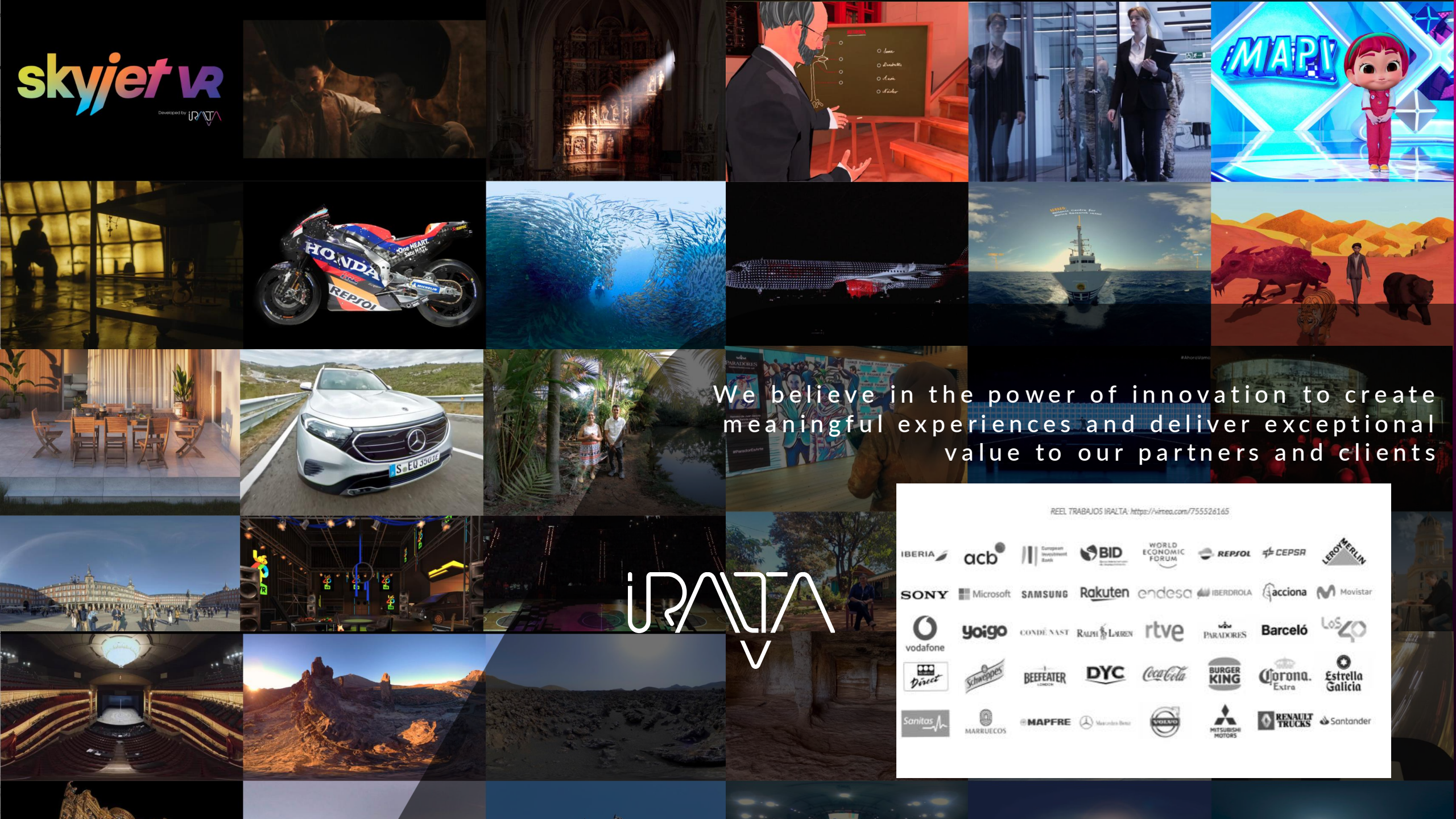
PIONEERING STORYTELLING THROUGH TECH

IRALTA: **20 years** creating disruptive and unforgettable experiences

- Expertise in creating immersive experiences, virtual worlds, and digital twins.
- Focused on innovating content creation through technology
- Driven by storytelling and innovation.
- Highly specialized team in virtual reality, augmented reality, and virtual production.
- Research and Development (R&D).
- AI integrated into our production and design workflows.

INNOVATING PIONEERS
STUDIO CREATION TECHNOLOGIES
IMMERSIVE IMMERSIVE
CONTENT VIRTUAL AUGMENTED
DEVELOPING DEVELOPING PRODUCTION AI
STORYTELLING TEAM





skyjet VR

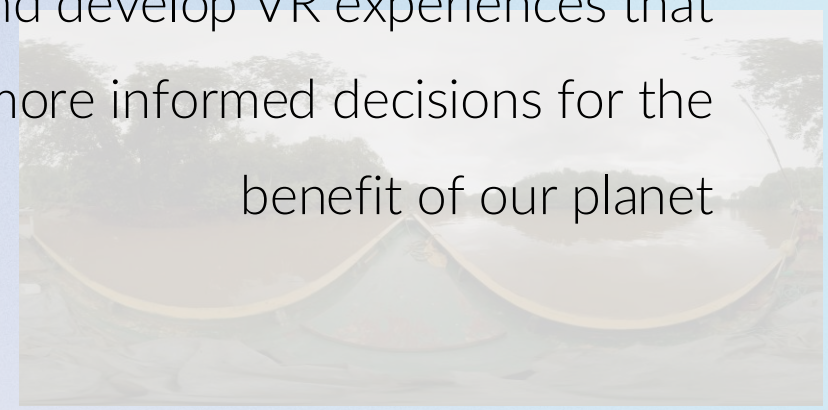
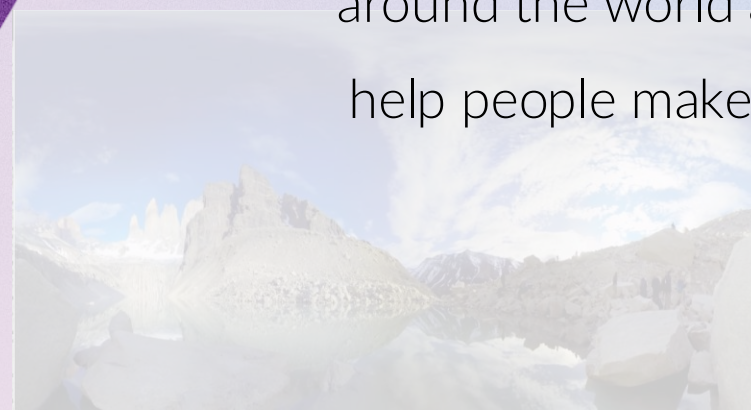
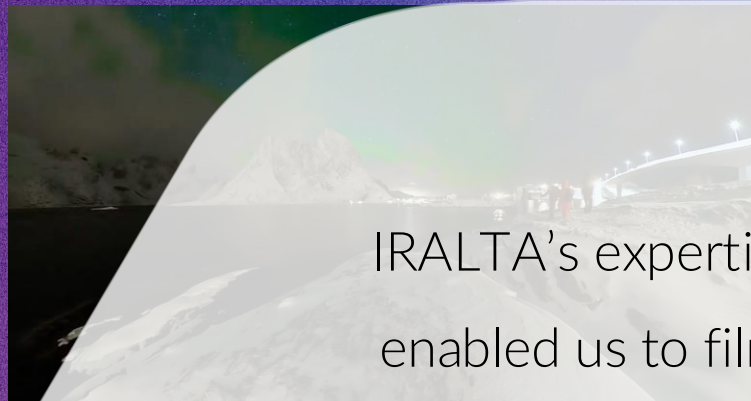
Developed by IRLTA

We believe in the power of innovation to create meaningful experiences and deliver exceptional value to our partners and clients

IRLTA

REEL TRABAJOS IRLTA: <https://vimeo.com/755526165>

- | | | | | | | | |
|----------|-----------|--------------------------|---------------|----------------------|-------------------|----------------|------------------|
| IBERIA | acb | European Investment Bank | BID | WORLD ECONOMIC FORUM | REPSOL | CEPSA | LEROY MERLIN |
| SONY | Microsoft | SAMSUNG | Rakuten | endesa | IBERDROLA | acciona | Movistar |
| vodafone | yoigo | CONDÉ NAST | RALPH LAUREN | rtve | PARADISES | Barceló | LOS 40 |
| Direct | Schweppes | BEEFEATER LONDON | DYC | Coca-Cola | BURGER KING | Corona Extra | Estrella Galicia |
| Sanitas | MARRUECOS | MAPFRE | Mercedes-Benz | VOLVO | mitsubishi MOTORS | RENAULT TRUCKS | Santander |



IRALTA's expertise in immersive technologies has enabled us to film sensitive natural environments around the world and develop VR experiences that help people make more informed decisions for the benefit of our planet



THE DREAM OF FLYING

An experience for everyone through immersive technology



THE DREAM OF FLYING



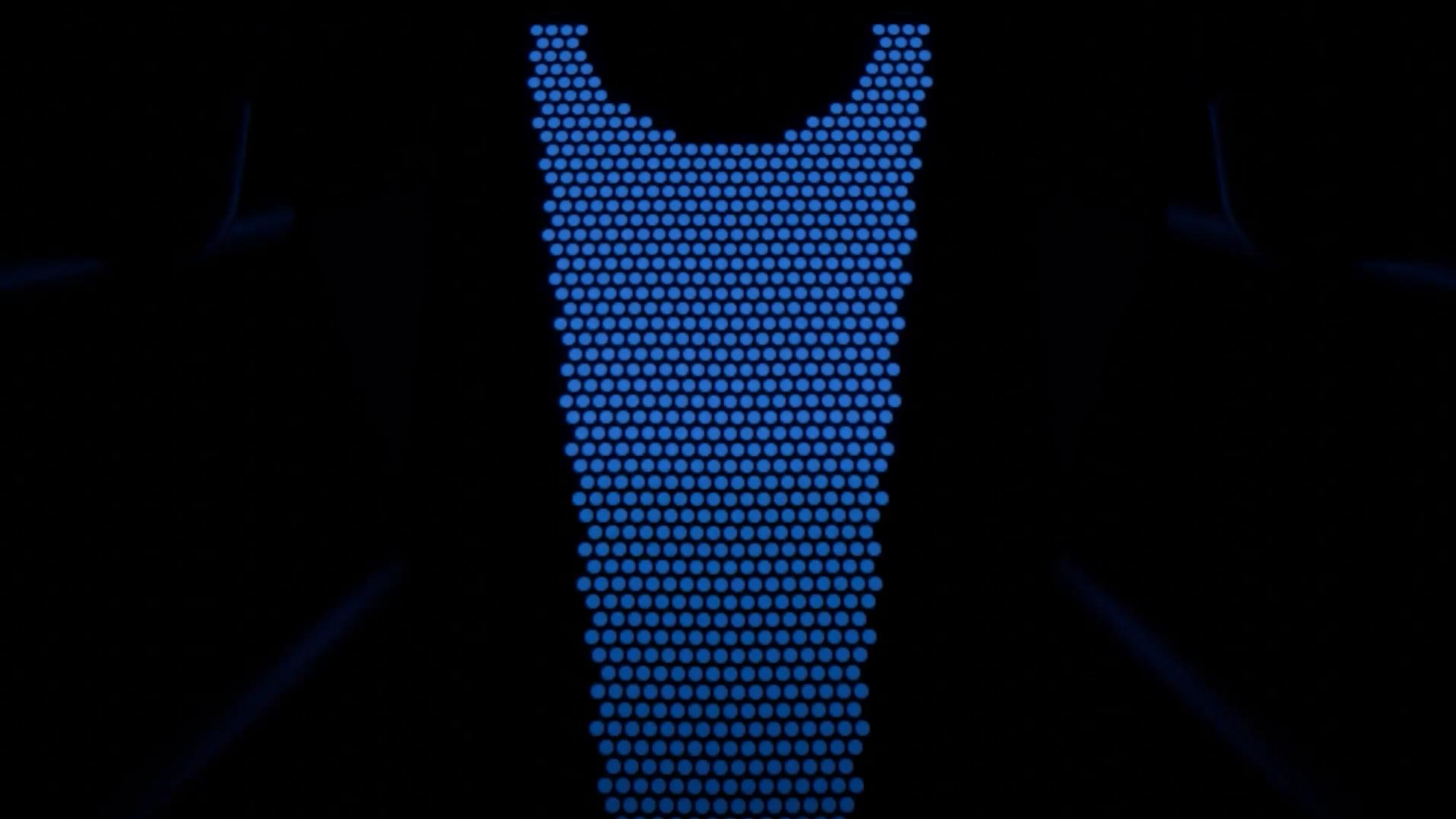


FLYING TO EXPLORE & PROTECT THE PLANET

SkyjetVR: A fully immersive, interactive, scalable, and custom-made flight experience.

- New technologies are enabling us to take off in exciting, educational, sustainable, and inclusive ways.
- They help us connect with the world while promoting environmental awareness.
- Now available to clients





SEAMLESS IMMERSION: HARDWARE, SOFTWARE & STORY IN SYNC

- Skyjet VR brings together an advanced tech ecosystem: **VR, simulation, 360° video and real-time 3D**
- Combines hybrid content: **Hyper-realistic landscapes via geospatial data and 360° video**
- Seamlessly integrates premium hardware and software: **Motion sync, wind, and spatial sound**
- Delivers a unique and memorable VR journey





DESIGNED FOR EVERYONE, INSPIRED BY THE PLANET

SkyJet VR delivers a fully immersive experience, transporting users into vivid and realistic environments, from wild ecosystems and historic landmarks to vibrant cities across the globe, including UNESCO World Heritage sites.

Proyecto financiado por:



Financiado por la
Unión Europea
NextGenerationEU

**Plan de Recuperación,
Transformación
y Resiliencia**



SCALABLE IMMERSION FOR A GLOBAL AUDIENCE

POWER TO TRANSFORM

Virtual reality has the power to transform how we travel and explore the world

CAN BE ADAPTED

Museums, cultural and educational institutions, fairs, festivals, global events

Scalable

Is a fully immersive, interactive, scalable, and tailor-made flight experience.



Premiere. FITUR 2025



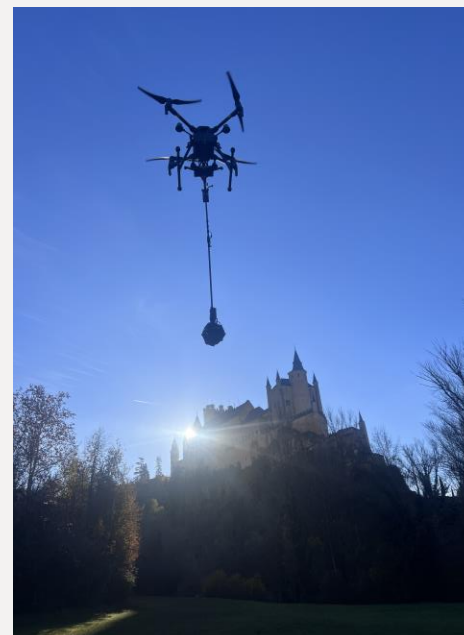
DIGITAL TOURIST 2025. AMETIC





IMMERSIVE 16K VR JOURNEY ACROSS SPAIN

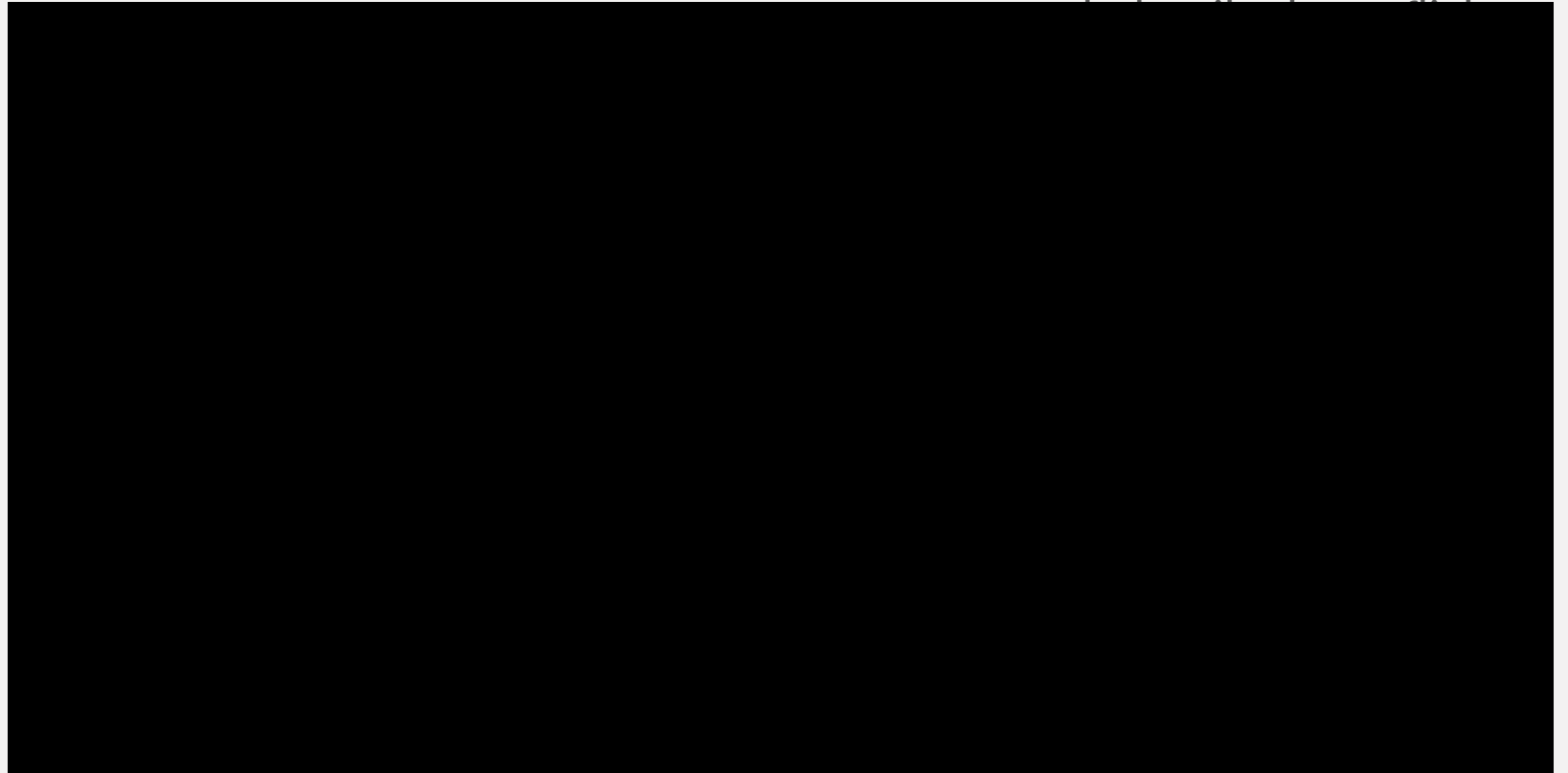
Featuring 20+ minutes of breathtaking 360° aerial
footage and CGI environments, captured with custom
camera rigs and rendered in real time using Unreal
Engine.



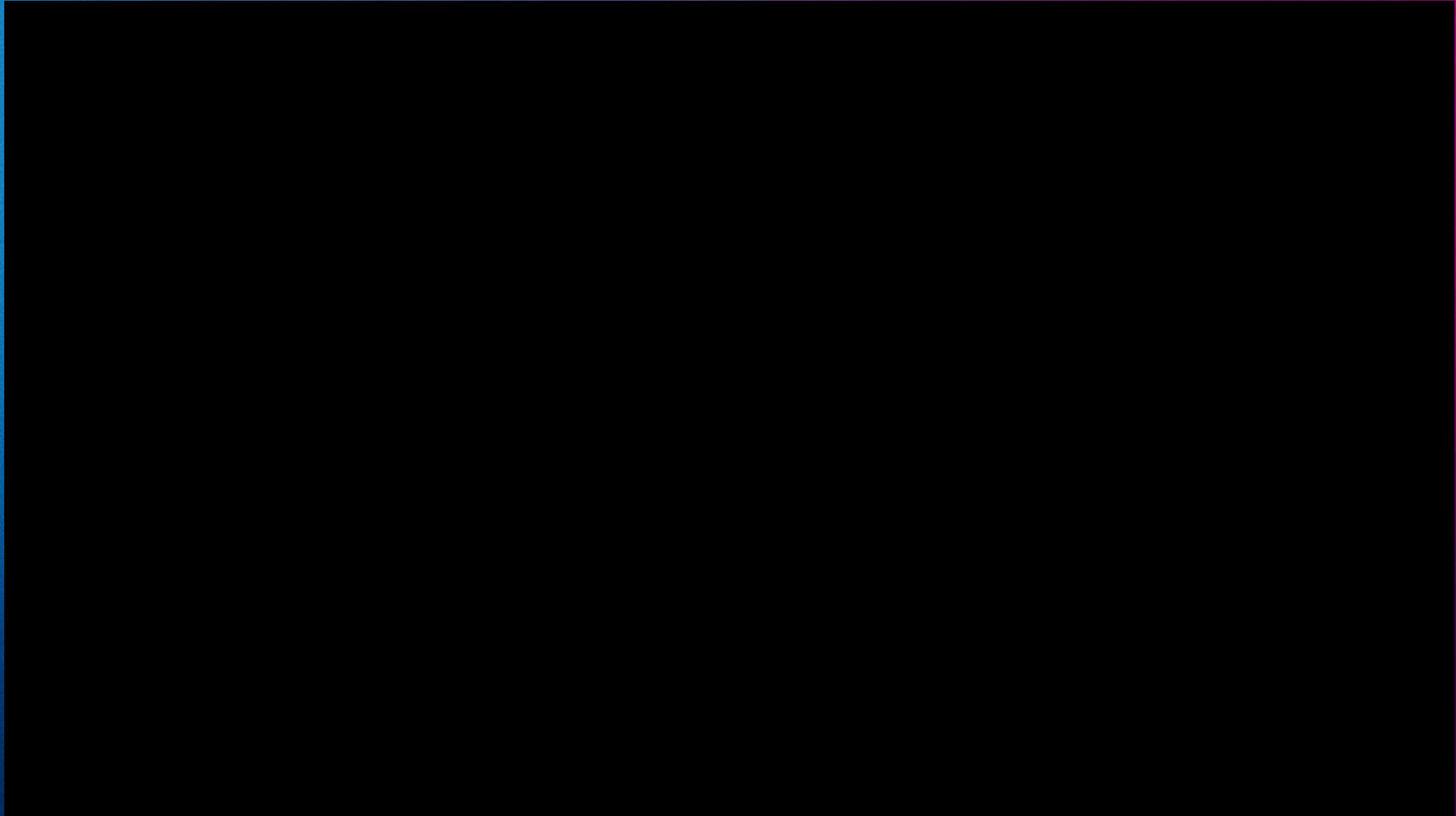


ADVANCES AERIAL FILMING

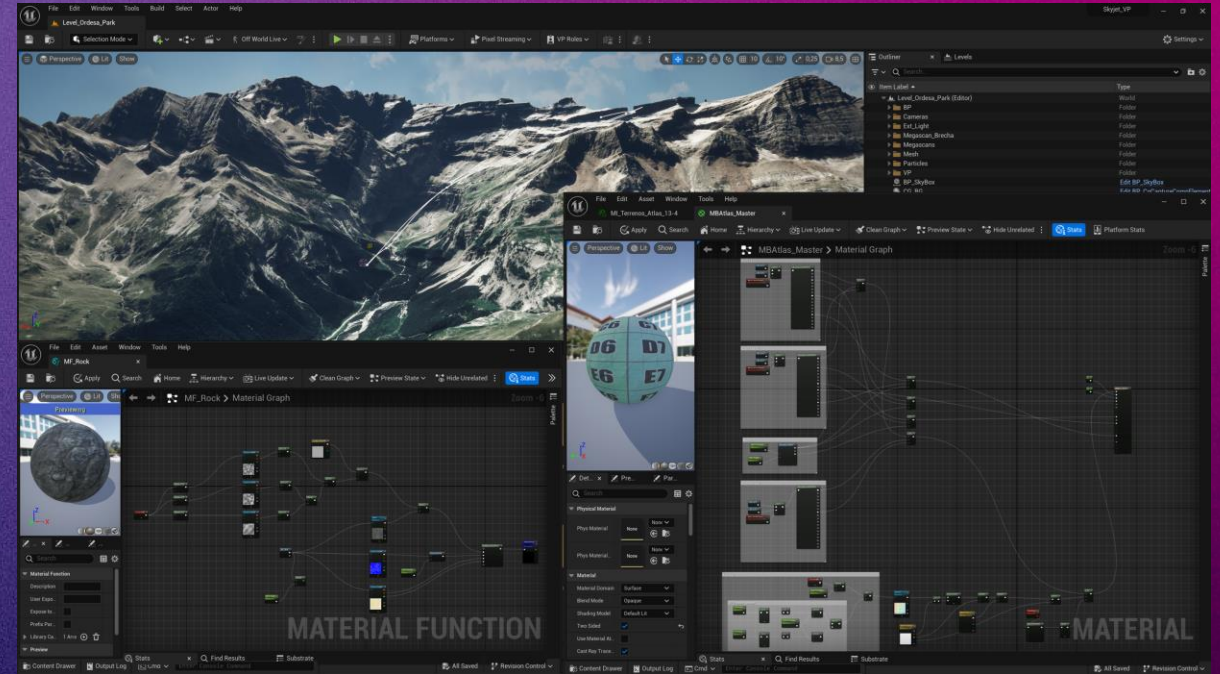
Custom lightweight rigs with high dynamic range and 60 fps capture ultra-smooth, cinematic footage, enhanced by a gyroscope-based stabilization system for



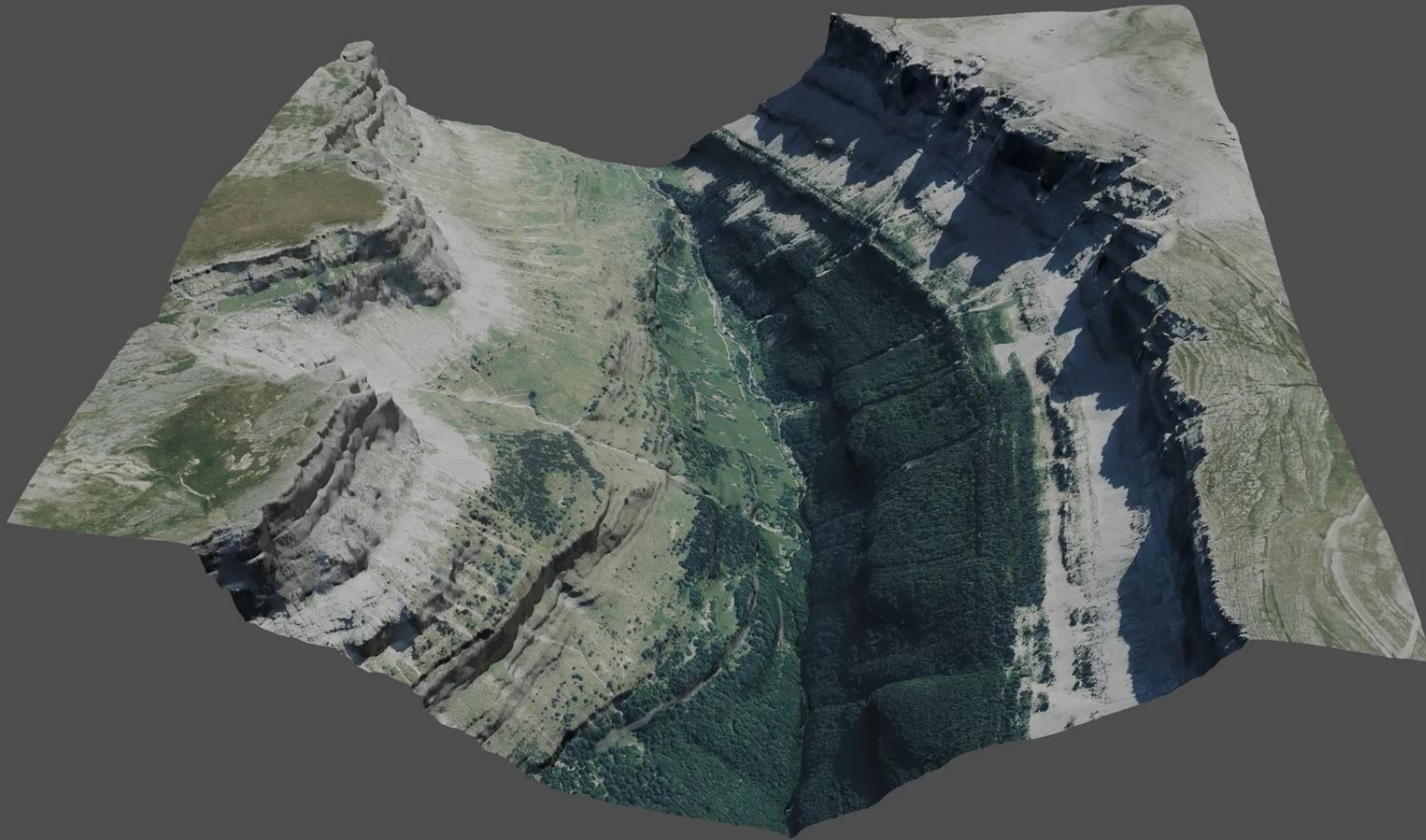
Stitching 360° video



CGI CONTENT

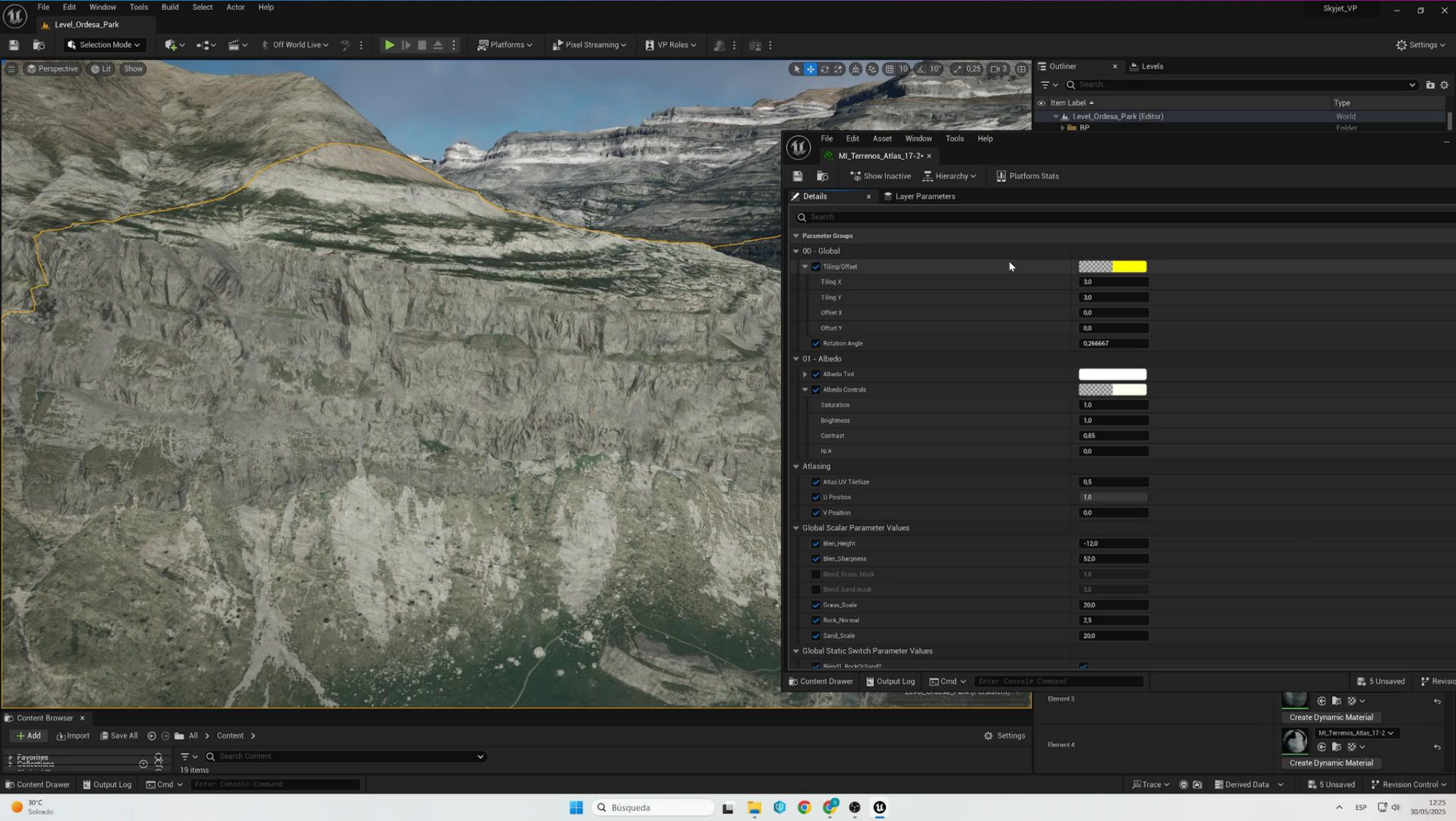


CGI CONTENT

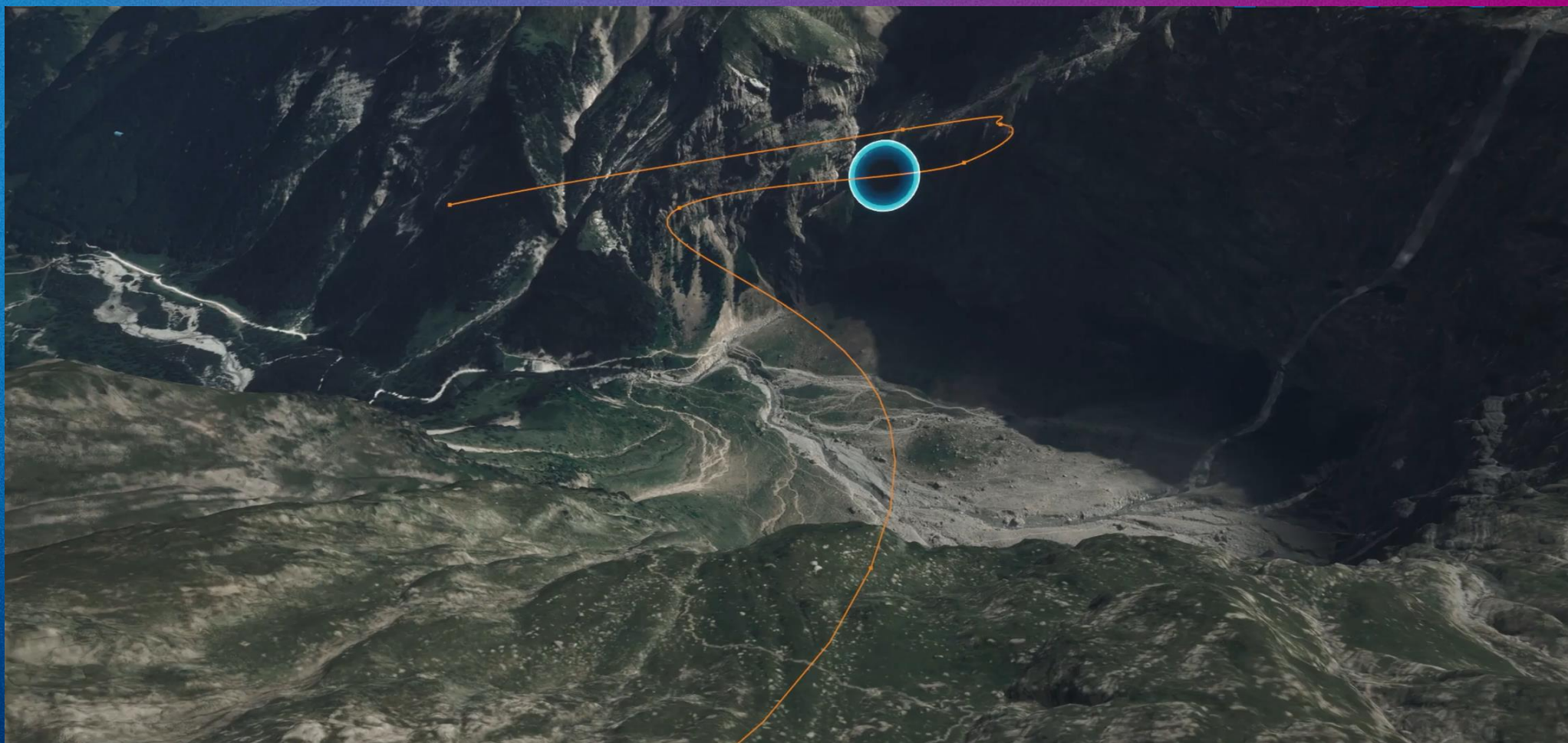


3D MODEL WITH TEXTURES

CGI CONTENT



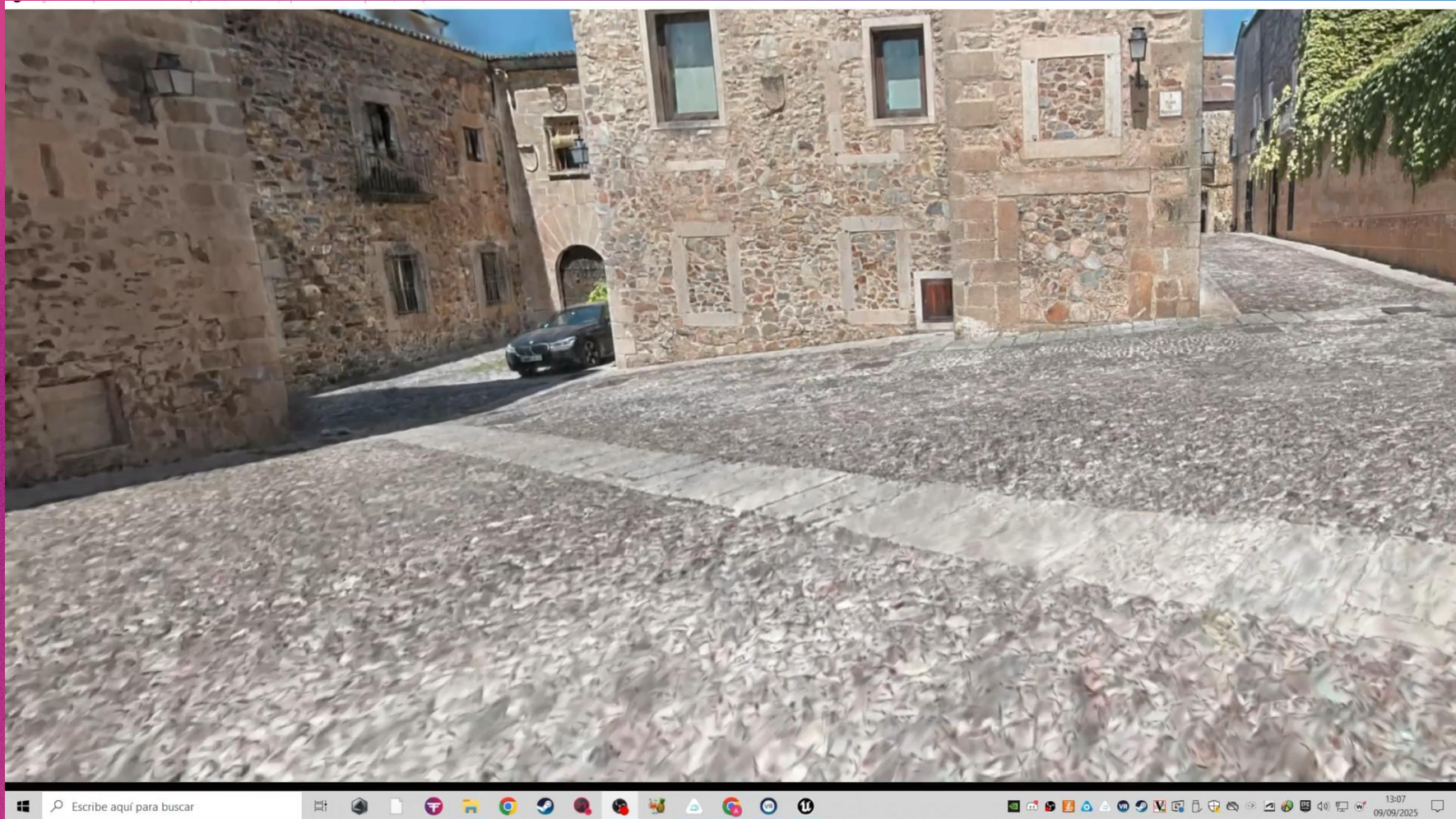




3D Digital Twin of SEGOVIA ESRI Spain ArcGIS

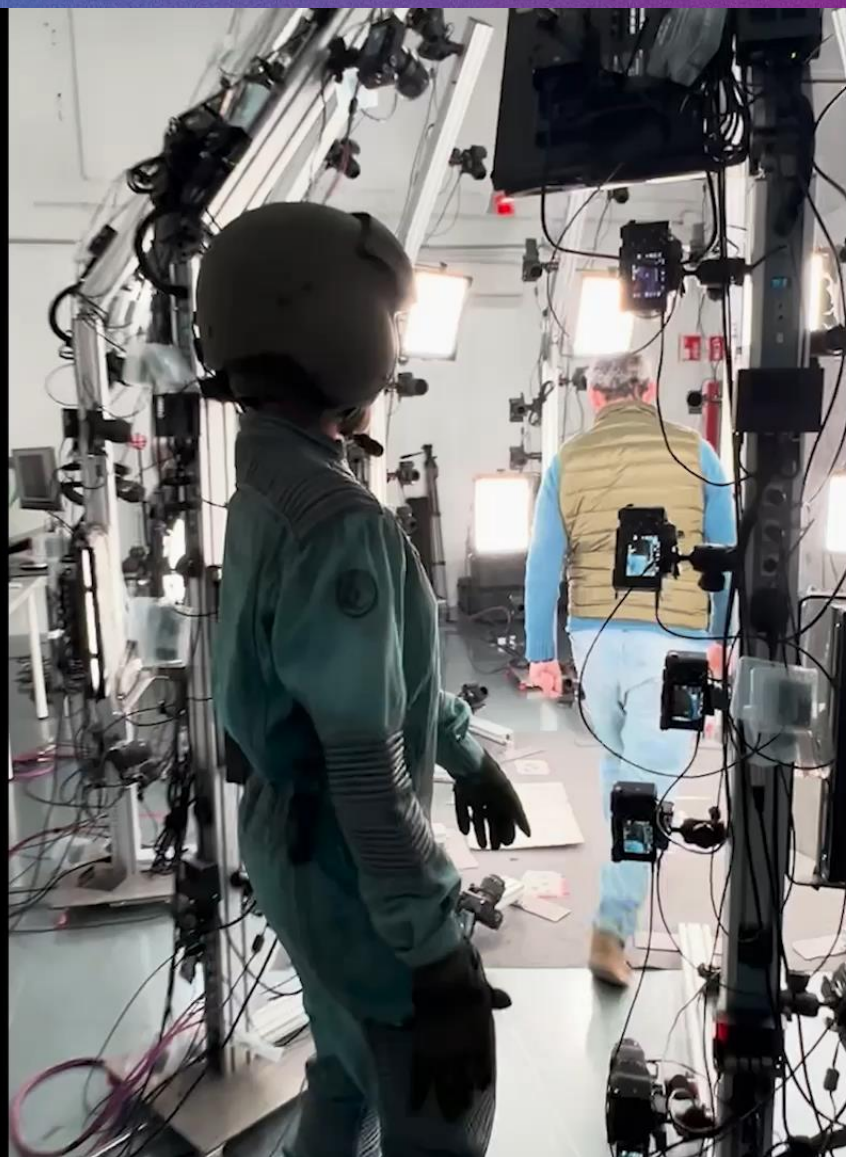


GAUSSIAN SPLATTING



REALISTIC HUMAN AVATARS







PRODUCCION VIRTUAL

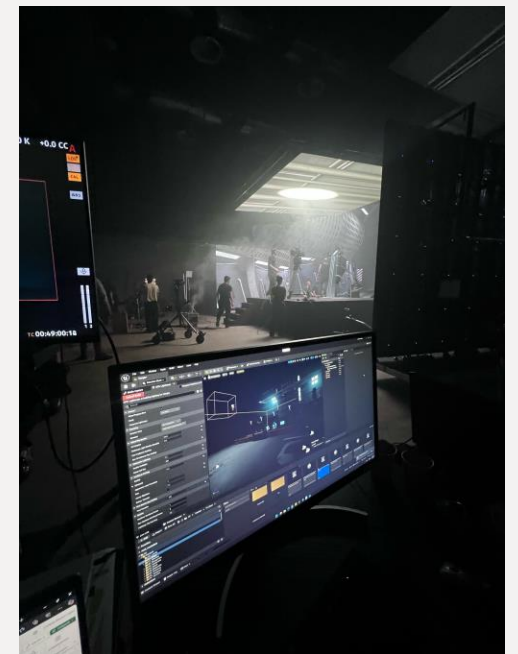
Widely adopted in film and tv, it uses **led walls** or **green screens** to display virtual backgrounds.

With proper camera angles, motion, and lighting, actors appear immersed in virtual environments.

Virtual Production & real-time magic

Real-time technology now enables instant control of lighting, cameras, and 3D environments.

With early planning, content can be adapted sustainably across multiple formats.



Virtual production stage of Mediapro



- Reduced environmental impact
- Significant cost savings
- Optimized shooting schedules
- Lower CO₂ emissions
- Reusable, waste-free sets

una producción de

Digital technologies must be inclusive, safe, and sustainable. They should be used responsibly and for the common good, transforming tourism and promoting genuinely inclusive digital progress that benefits everyone.

