



# Global Alumni

## Transforming Higher Education through Technology

Global Alumni is an edtech company which uses Brainstorm solutions to generate virtual spaces in three dimensions to carry out synchronous sessions with professors and students for different universities.

Global Alumni is an edtech company operating in Spain and Latin America, dedicated to the digital transformation of the best educational institutions in the world: MIT, University of Chicago, Chicago Booth, UCLA or Esade, to mention just a few. Through cutting-edge technologies and constant innovation, Global Alumni has managed to break down physical and language boundaries, allowing professionals from anywhere in the world to access the most advanced knowledge, regardless of their native language.

When choosing the technology required to fulfil its vision, Global Alumni decided to go beyond simple video conferencing. It is known that the use of virtual production and augmented reality increases the audience's attention and allows the concepts to be better explained, so the

company decided to invest not only on connectivity, but to combine it with advanced content creation, and the ability

to present topics in an engaging and attractive way, focusing on the latest technologies for virtual creation.



To develop its content, Global Alumni uses a virtual set located in a 150-square-meter room that combines a 17-meter semi-circular video wall with a cyclorama, with the necessary lighting and several cameras that can be controlled remotely. It also relies on an audio and microphone system that does not require the use of any device by the teacher or speaker.

The entire system is operated from a control room next door. This facility allows for using a wide variety of educational formats, from Masterclasses in which the teacher connects with the students of a program to transmit knowledge about a specific topic, to corporate training, presented in a virtual environment adapted

and personalized for the company. These formats are combined with collaborative working sessions in which the students connect remotely via videoconference and are the ones who take the leading role, pooling their knowledge and experiences for the benefit of the group. Additionally, Global Alumni makes the facility available to its clients with offices in different countries and time zones, so that they can hold business meetings.

By using this fully-rounded technological setup, the company has identified an increase in attention from students and participants during the sessions, as the 'show effect' that is achieved thanks to the Brainstorm system helps the participants

"Using Brainstorm technology has allowed us to elevate the functionalities of live broadcasts. Using the latest technologies and applying them to education will allow us to teach in a more efficient way."

**Pablo Rivas**  
CEO,  
Global Alumni

maintain their full attention during the virtual sessions. In addition, teachers find that they can better explain certain concepts by using 3D elements, even in AR, in their sessions. Not to mention that they are more comfortable when standing in a space that simulates reality and where they have freedom to move around and do gestures.