



Since 1985, **AIJU** is a European research institution which aims to boost research, development and technological innovation in children's products.

Research & Development department is a multidisciplinary team (engineers, material experts, child psychologists, sociologists, educators, designers, market analysts) carry out constant research focused on children.

Children's Safety



Child & Families user



Technologies and Materials



 Instalaciones

Más de 6.000 m2 de instalaciones con diferentes laboratorios



Más de **80** profesionales (Doctores, titulados superiores y medios, etc.)

Análisis de usuario

TOY LAB

Network of 400 Toy libraries and schools

CHILD LAB

FAMILIES' PANEL
9,000 Spanish families

International network for children's studies: international experts, European research organizations



CHILDREN'S PROFILES. NEW SEGMENTATION

Insights and preferences of children
4 to 12 years old.

Mente Consciente 5%

Mente Subconsciente 95%

Los insights son formas de pensar profundas, inconscientes, emocionales. Están relacionadas con la introspección, con la revelación (Quiñones, 2009).





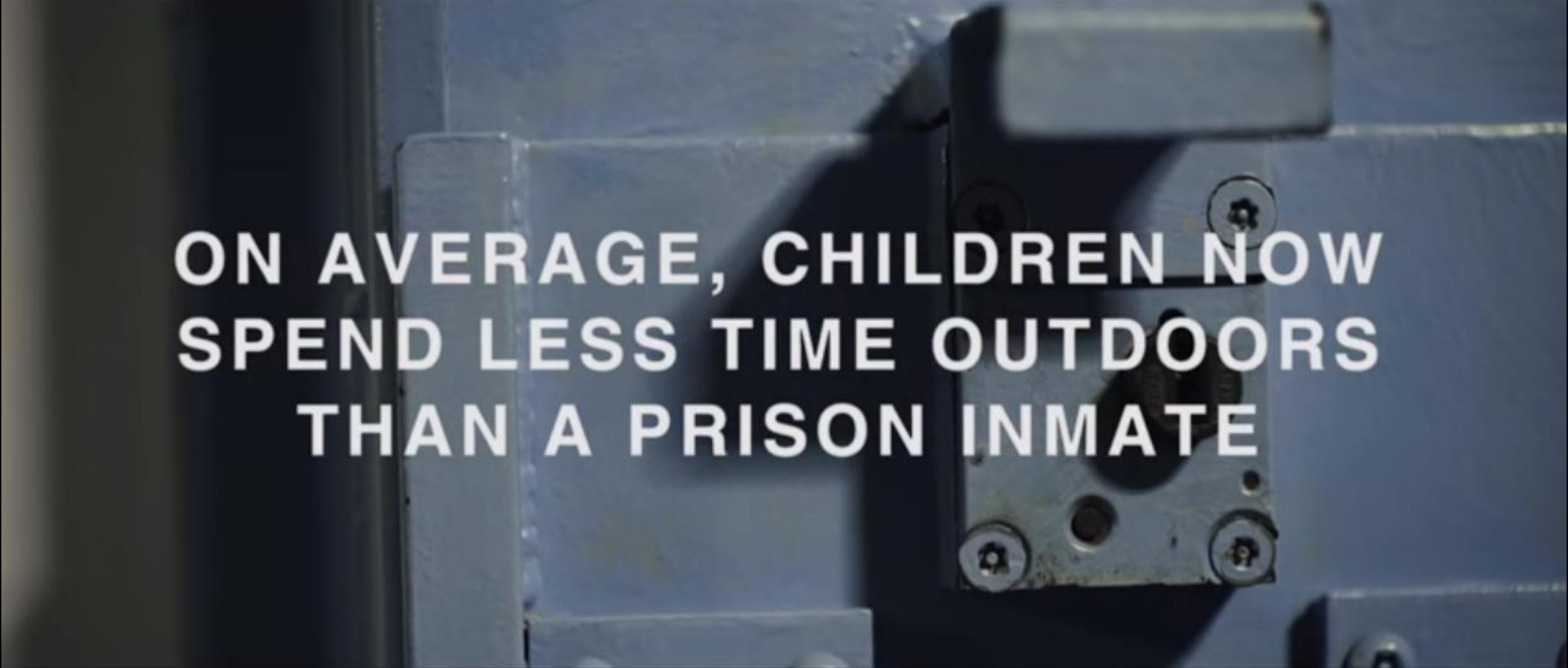


ACTIVIDADES EXTERIOR

Antes

Ahora



A close-up photograph of a blue metal door handle and lock mechanism. The image is slightly out of focus, with the text overlaid in sharp white font. The background is a textured blue surface, likely the door itself. The lighting is somewhat dim, creating a somber or institutional feel.

**ON AVERAGE, CHILDREN NOW
SPEND LESS TIME OUTDOORS
THAN A PRISON INMATE**

Empresa

Renovar concepto tradicional de juego



KIBI_NEOTEC

Empresa

Nuevos juguetes base tecnológica

https://www.youtube.com/watch?time_continue=132&v=xmfxaRjD_So

KIBI_NEOTEC

Empresa



Empresa

ESPÍRITU
EMPREENDEDOR

EXPERIENCIA

NUEVAS
TECNOLOGÍAS

SECTOR
TRADICIONAL

DEPARTAMENTO
I+D

DESARROLLO DE
PRODUCTO

Empresa

MUNDO REAL

REALIDAD MIXTA

MUNDO VIRTUAL

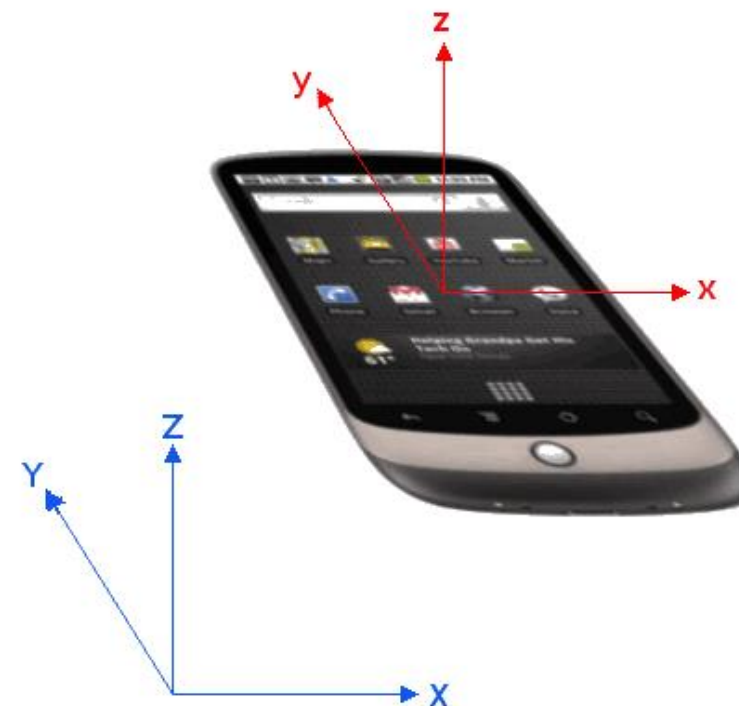
REALIDAD AUMENTADA

VIRTUALIDAD AUMENT





Objetivos proyecto





**AIJU, Technological Institute for children's
products & leisure**

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Pablo Busó
Area Manager
User Insight
Children's Products and Leisure R&D

¡Gracias!