

RESS RELEASE

Innovation and digital transformation, main challenges and goals for Zitrón



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This year Zitrón takes part in the IV Edition of [Open Innovation 4.0 Asturias](#), a public-private collaboration initiative between [IDEPA](#), [CEEI](#) and companies that, like Zitrón, seek to develop innovative solutions to optimize their processes. This initiative allows setting up and developing a programme whose objective is to advance in the technological challenges of the participating companies. The tractor companies and their challenges will be [presented on the 6th of May](#).

What is the Zitrón challenge? ZITRÓN has an extensive experience in the design, manufacturing and supply of underground ventilation systems that are adapted to each project and location. This requires the generation of a large amount of technical information for the assembly, installation and maintenance of the machines. This installation and assembly are complex so, for its correct implementation, Zitrón proposes a solution focused on the idea “anywhere, anytime, any device”, a mixed virtual-physical, interactive and intuitive environment based on virtual and augmented reality.

About ZITRÓN

Since 1963, Zitrón has expanded to become one of the largest and most technologically driven and innovative ventilation companies in the world, spending much of its revenue on R&D, new equipment, personnel development and new manufacturing techniques.

The company was established in 1963 to service the Spanish underground coal mining industry and has its Global Head Office and main factory located in Asturias, in the north of Spain. Currently, ZITRÓN global reach spans over 80 countries on 5 continents.

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