SMartART is a **smartphone application** that brings interactive information about artworks to visitors of museums or galleries just by taking a picture. For the first time the usage of abstract codes or patterns is obsolete and the information can be linked to icons that are a direct copy of the original artwork.

- **Museums and galleries** full-service online tool to produce icons of the artwork as markers and to link it with interactive content.
- **Art enthusiasts** can easily get more information about artworks during and after their visit and easily share their impressions with friends and family via social networks.

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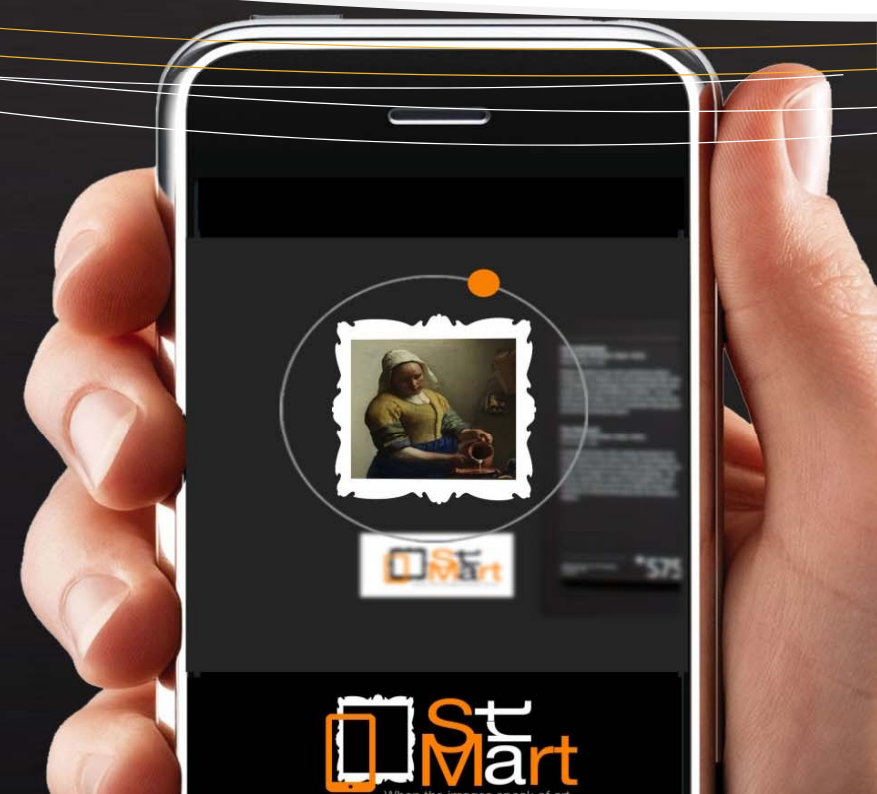Fax Number +39 055 2751-396
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When the images speak of art

SMartART replaces for the first time the abstract QR codes and patterns with miniature pictures of the actual object and makes it very easy for the user to obtain the right information.

www.at-diversity.eu

www.smart-art.it

SMartART System is composed of:

The ICON MAKER
Make & Manage Data

The Icon Maker is a service application to create SMartART icons based on the original image of the artwork. A distinctive code is unperceivable embedded within the SMartART icon as a link between the artwork and the additional multimedia content the client wants to present to the end-users (e.g. artwork description, videos, links to websites).

The ICON READER
Discover & Share Experience

The Icon Reader is a smartphone application (Android, iOS) that scans a SMartART icon simply by taking a picture, detects the hidden code and presents the available multimedia content. The user can now interact with the content and share it with friends in their social networks.

When the images speak of art

SMartART provides a way to experience culture in an interactive and entertaining way that fosters the visitor's engagement to share their experience and excites their curiosity for an informal learning. This way the **SMartART** app becomes a multiplier tool for museums and galleries to reach broader target groups and spread information about exhibitions and events to new potential visitors. Furthermore, **SMartART** helps museums and galleries to keep track of visitor's interactions inside the museum and reach a greater visibility for their collections

THE VISION OF SMARTART

SMartART wants to create a vivid **user community** of art enthusiasts, learn about their preferences and behavior and guide them to the best places to consume art that fits their taste and financial capabilities.