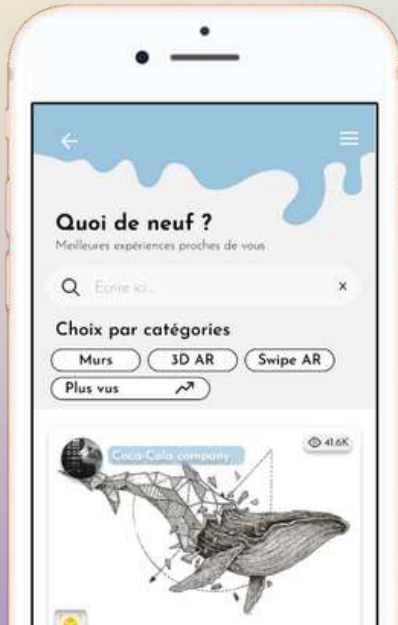


BavAR[t]

AUGMENTED
REALITY

PROJET

A POKEMON'GO FOR ART & CULTURE



Concept **BavAR[t]**

A Pokemon'Go of Arts and culture.

A game for the general public

Players can watch artworks close to them in augmented reality. For each experience, players collect points, redeemable for cultural and artistic goods. A new way to promote art, for artists and cultural institutions!



A platform for professionals

Designed for artists, gallery owners, cultural institutions or creative brands, BavAR[t] allows professionals to easily submit artistic and cultural content, but also to offer discounts, goodies or prints to be exchanged for the players's collected points.

An innovative way to promote your institution

Discover and share artistic creation on augmented reality everywhere in the world !

**AR[t]
Studio &
Sacrebleu**

A PLATFORM FOR ART & CULTURE



“

BavAR[t] aspires to become the next augmented reality platform for all creatives, artists and brands.

BY CHLOÉ GUENNOU & YANNICK PAZZE



BavAR[t] aspires to become the next augmented reality platform for all creatives, artists and brands eager to experiment a new street marketing. A true Pokémon'Go of art and culture, BavAR[t] maps augmented reality experiences near the user, and also allows professionals to simply create their own experience by injecting your own content.

Gamified, BavAR[t] allows users to visualize artworks in augmented reality and to collect points that can be exchanged for cultural and artistic goods.

Social, BavAR[t] also allows exchanges between users, via an integrated messaging system, in augmented reality, and even the option to leave hidden messages in the real world!

An Augmented Reality platform

THE MEETING PLACE OF ART & CULTURE PROFESSIONALS

WANT TO ADD AUGMENTED REALITY EXPERIENCES TO YOUR MARKETING TOOLS?

Simple

Simply create your augmented reality campaign! No longer need to create a dedicated application. Join a centralized experience platform!

Save Time

Use your own content or order custom content from us. Create your augmented reality in experience in seconds!



Wider audience

The creations displayed change almost every day! A new audience, made of BavAR[t] players: teenagers, gamers, geeks and art travellers.

Save Money

No need to create a dedicated application. We focus on quality, dynamic and attractive content! A platform with AAA quality content.

Using BavAR[t], no need to create your dedicated app.

Instead, focus on content, and join a strong community!



ABOUT BAVAR[t]

MAIN FEATURES

IMMERSIVE

A full Augmented Reality app,
based on Geo-location and including an AR chat

SCALABLE

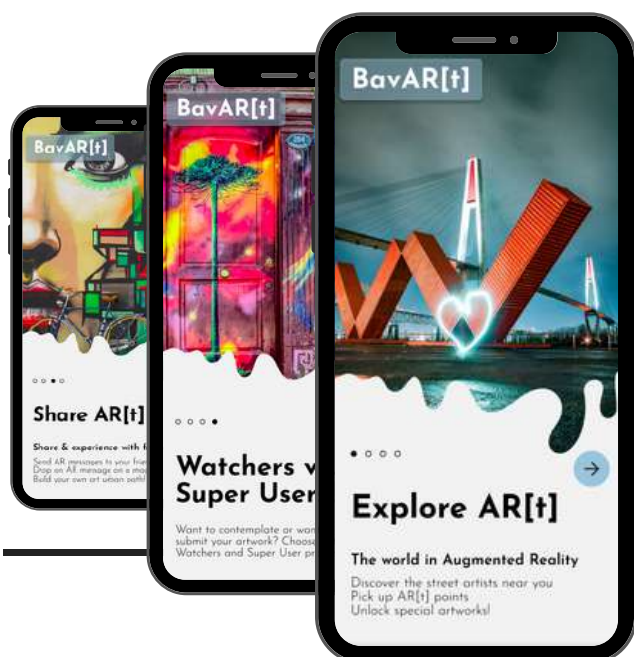
Concept easily replicable and deployable in
multiple locations

VISIBILITY

Artists, brands and galleries can also increase
their visibility by using the app to spread
artworks and improve their public image.

STREET MARKETING

Develop a new marketing approach geo-AR based,
to find new customers and create an intimate new
link with them.



THE DIGITAL TOOL FOR ART & CULTURE ACTORS

SERVICES OFFERED

1

PUBLISH PROMOTIONAL OFFERS



2

CREATE YOUR OWN AUGMENTED REALITY EXPERIENCE

Do you have some content to publish?

YES!

WE PUBLISH IT DIRECTLY ON OUR PLATFORM

NO!

WE CREATE ON-DEMAND CONTENT

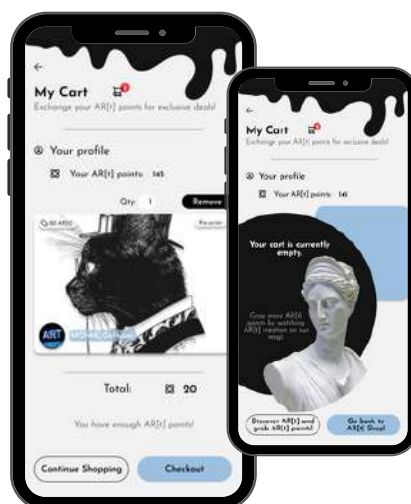


GAMING

FEATURES FOR GAMERS



COLLECT POINTS FOR EACH CREATION SEEN IN AUGMENTED REALITY



EXCHANGE POINTS FOR CULTURAL AND ARTISTIC GOODS



SHARE WITH FRIENDS & HIDE MESSAGES IN REALITY

- **Discover exclusive, geolocated creations**
- **"Catch" the creations, like Pokémons!**
- **A social and gamified platform**

Demonstration

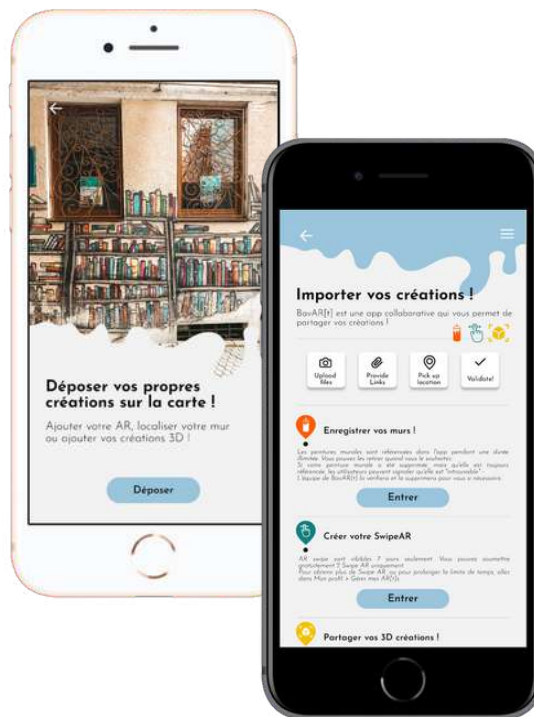


THE PLATFORM

FEATURES FOR ART AND CULTURE PROFESSIONALS



PUBLISH YOUR PROMOTIONAL OFFERS
discounts, goodies or prints



**EASILY AND QUICKLY
CREATE YOUR OWN
EXPERIENCE**

- **Centralize augmented reality experiences**
- **Reach a new audience**
- **Promote yourself in an innovative way**

Demonstration



Why BavAR[t]?

DIGITAL MEETING PLACE FOR ART & CULTURE PROFESSIONALS

THE DIFFICULTIES OF AUGMENTED REALITY APPLICATIONS TODAY



TOO MANY MICRO-SOLUTIONS

Limited functionality, too specific augmented reality experiences.

Problem: too many microsolutions



BavAR[t]: a multi-functional platform hosting 3D AND 2D.

Problem: No dynamic content



BavAR[t]: limited content lifetime, renewed by users & by the BavAR[t] team

Problem: Low quality content



BavAR[t]: partnering with game artists to significantly improve the quality

Problem: difficulty to keep a regular and dense traffic



BavAR[t]: a platform for all types of art, gamified and social.

Problem: difficulty in creating your own AR experience: expensive + creation of a dedicated application



BavAR[t]: quickly integrate your own 2D and 3D creations to the platform, via a platform server.



NO DYNAMIC CONTENT

Contents little or not renewed, has too low resolution.



TECHNICAL DIFFICULTIES AND EXPENSIVE

Creating an AR experience always requires the creation of a new application.

TYPES OF CONTENTS

HOW TO PROMOTE YOURSELF VIA BAVAR[t]



Murs



3D AR



SwipeAR



GeoAR



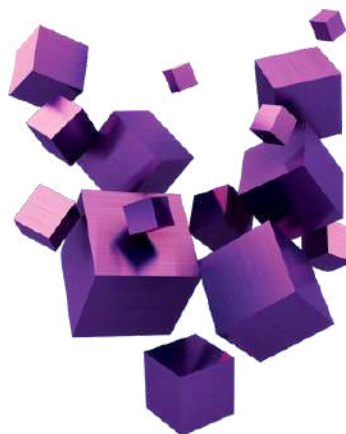
Street art

The murals allow street artists to easily reference their walls. They appear directly on the map, and each time they are viewed, a random 3D creation provided by BavAR[t] appears. The user then collects one or more points.



Content 3D

These are 3D objects, created by computer graphics designers or game artists. They can be animated or not. The only constraint is to respect the imposed format (GLTF), which allows portability. After viewing, the user collects one or more points.



Swipes: content 2D

The RA Swipe allows to visualize 2D artworks in augmented reality. Composed of a 3D frame in which 2D creations are slid, the user can then "swipe" in augmented reality, from one creation to another, a bit like "Tinder".



GéoMessage

Lifetime of 48 hours.

The user (player or professional), deposits his creation at a given location, hidden in reality and accompanied by a message....Visible by all other users, BavAR[t] offers a small catalog of 3D creation. Very practical to announce very quickly an event for example!

HOW TO WORK TOGETHER?

USING BAVAR[T] AS A PROMOTIONAL TOOL

IMPORT PROMOTIONAL OFFERS IN OUR SHOP

Use the application directly to put your promotional offers online!

Add a discount offer, an entrance ticket, goodies or prints. Easy, quick, and directly from the application.

Reach a brand new audience made of the players!



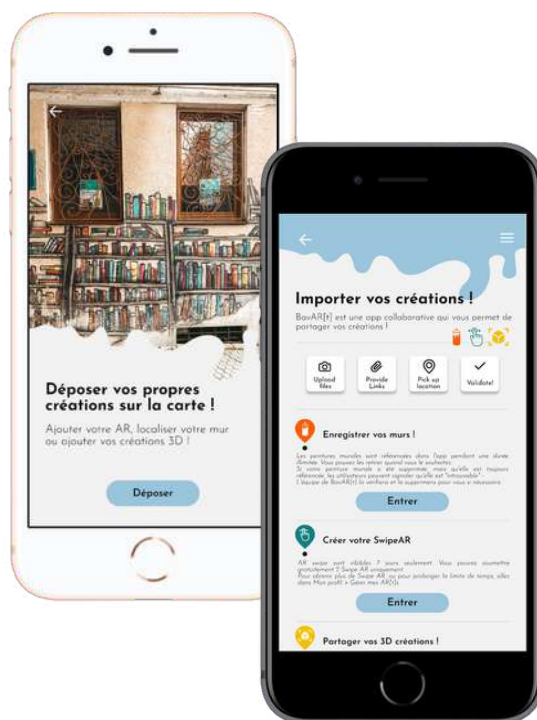
HOW TO WORK TOGETHER?

USING BAVAR[T] AS A PROMOTIONAL TOOL

USE YOUR OWN CONTENT TO CREATE AN AUGMENTED REALITY EXPERIENCE

Use the application to directly upload your creations!

Referencing a street art wall, creating a swipe with 2D images, or uploading your own 3D objects, these options are all directly accessible from the application.



Technical note: For 3D objects, they must be in GLTF format and follow a maximum geometry.

Need help to adapt your 3D scans or 3D creations?

We also offer a service to adapt your existing content to augmented reality technology

HOW TO WORK TOGETHER?

USING BAVAR[T] AS A PROMOTIONAL TOOL

CREATE ON-DEMAND CONTENT TO BUILD CUSTOM AUGMENTED REALITY EXPERIENCE

No 3D content, or not familiar with digital art? No problem!

We work with you to set up a creative campaign, with custom designed 3D content!



Crédit: Vancouver Winter Festival



OUR SERVICES

SUMMARY OF OUR ACTIVITIES & SERVICES

BavAR[t] aims to become the new reference platform in augmented reality (AR) for art, culture, creative brands, and any visual outdoor scenography. Through augmented reality (AR), users can view animated 3D creations via their cell phones, superimposed on their environment. BavAR[t] is a platform that gathers in one place most AR experiences, and allows users to simply create their own by injecting their own content. Thanks to the mapping of AR creations to be experienced nearby, the user will be able to navigate from one experience to another, while collecting points redeemable for cultural and artistic goods, and interacting with others via the messaging system.

A true platform, a meeting point for art and culture actors, and more generally any professional wishing to integrate a creative marketing segment into their campaigns, BavAR[t] allows users to move from one AR experience to another, similar to Pokemon'Go, while offering lively, high quality content that varies according to exhibitions, festivals and content proposed by professionals. To ensure a consistent traffic of users on the platform, the gamification and the messaging system allow to drain a dense traffic and to ensure a regular traffic.

BavAR[t] combines, in one application, a map of the whole world to explore, messages to hide in the real world, cultural and artistic goods to exchange for points collected during viewings, and above all, the possibility of dropping off art everywhere, and not only in urban areas.

SERVICES OFFERED

Online promotional
offer

Adapting existing
content

Customized
content creation



CONTACT
US

THANKS !



FACEBOOK
@bavartapp



INSTAGRAM
@bavartapp



YOUTUBE
@bavartapp



welcome@bavart.io

