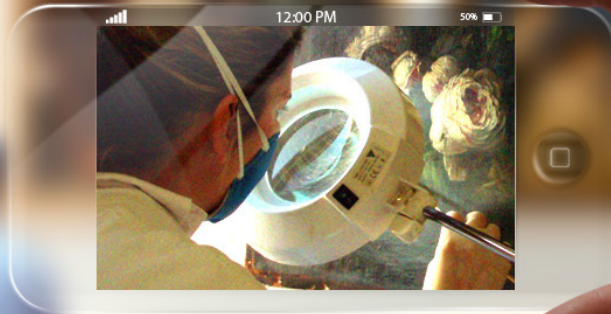


MORE THAN ART IN THE PALM OF THEIR HANDS



CITY-INSIGHTS™
THE POWER OF HERE

Gallery Companion Digital Toolkit



APPLYING THE LATEST TECHNOLOGIES TO SERVE ART WORLD NEEDS

Every gallery displays to prospective buyers. Our digital Toolkit can transform your gallery into a unique, updateable experience for the buyers and collectors you want to reach.

The Gallery Companion is a to-mobile Platform that creates an informative multimedia experience, using people's smartphones and tablets, directly relevant to the place where they're standing. That place can be in your gallery, in front of specific painting piece or collection or looking at your catalogue.

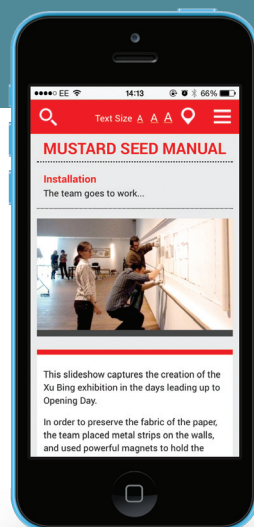
The Platform has been successfully used for modern art shows at the Ashmolean Museum Oxford, by the York Archaeological Trust, Poole Museum Service and the University of Cambridge. Now we're launching it for commercial galleries, dealers and fairs as a Gallery Companion Toolkit.

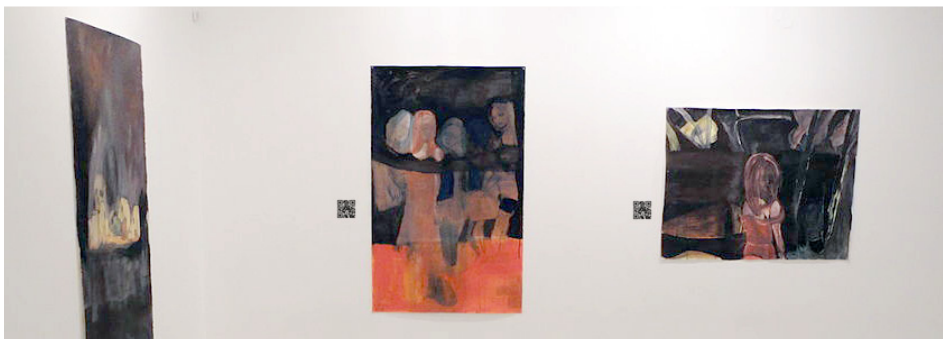
The package includes training sessions with the platform creators and content development experts on how to make the most of the platform's many functions. The platform enables you to tell the exciting stories behind your available artworks, to chart the fiscal growth of your artists, to document what goes on behind-the-scenes, and to ensure your Sales Director can be directly contacted through the Toolkit itself.

By both raising awareness about your featured artworks' contemporary and cultural relevance and providing transparency in an unregulated market, the Toolkit allows for your gallery to enrich the art viewing experience for its audience. Providing your prospective buyers not only with the interactive experience of viewing an artwork, but also with the information that accredits the significance and value of the work, allows for collectors to feel confident formulating swift, sound judgments about potential acquisitions.

Our ahead of the curve technology can also be applied to notify users of upcoming events, related artworks, and other relevant information to your gallery.

Instantly updateable with galley, expert and artist generated content.





Delivering the City-Insights Gallery Companion Digital Toolkit can be done quickly:

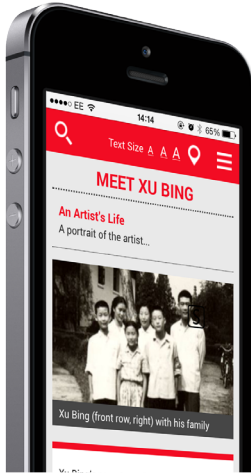
Client meeting followed by creating framework for the information.

Typically covers:

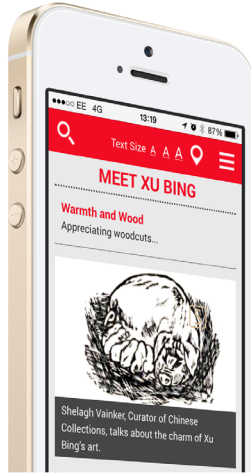
- ▶ An assessment of the space to identify signage and print style and tone
- ▶ Understanding your audiences, setting key goals and messages
- ▶ Identifying information and existing multimedia assets
- ▶ Setting up Toolkit URL and hosting
- ▶ Creating branded artwork templates for signage
- ▶ Building an empty Toolkit in your branding and colours



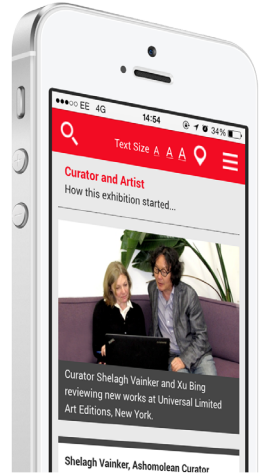
OUR PLATFORM HAS BEEN USED TO:



Tell the story of an artist's life with rolling images.



Describe artistic techniques with video demonstrations.

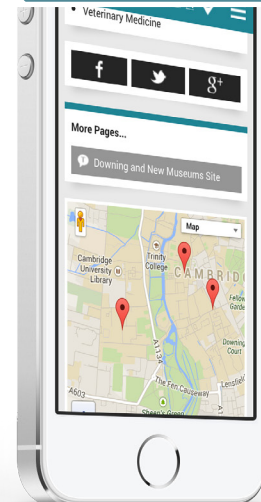
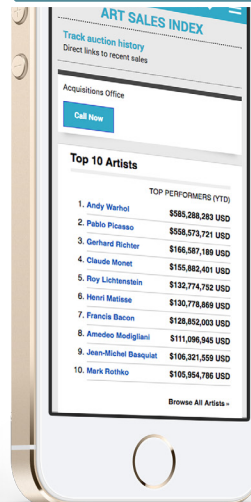
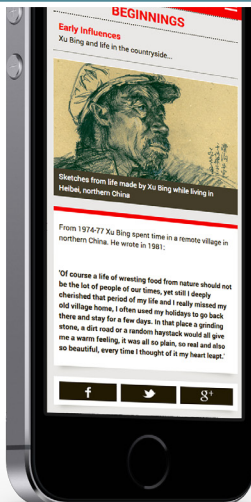


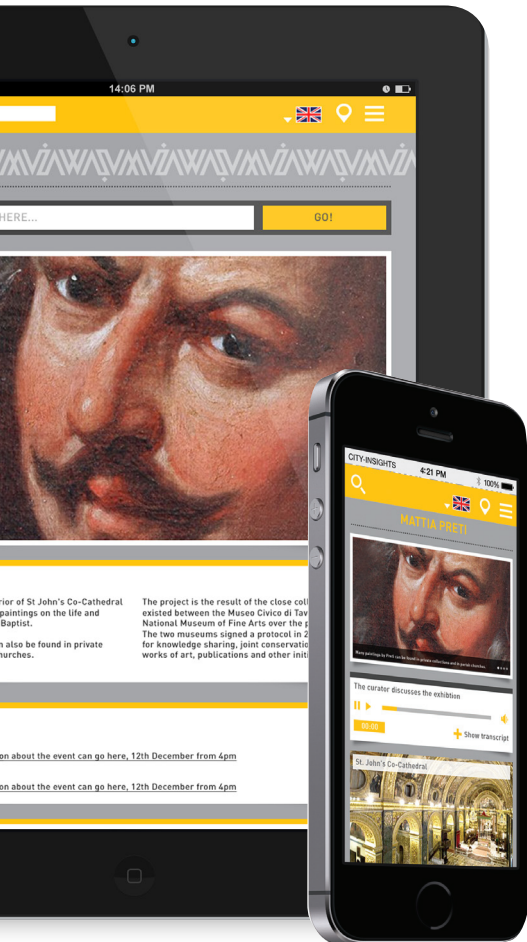
Eavesdrop on conversations between artist and curator.

Reveal the sketchbooks and historical context from which a piece developed.

Connect to the Art Sales Index and track your desired artist.

Provide clear wayfinding around multiple and varied spaces from galleries to fairs and cities.





WHAT THE GALLERY TOOLKIT DOES FOR YOU:

The Gallery Companion Toolkit collates into one place the stories, voices, images and videos of the art and artists, the curator, the experts and the sellers.

All this interactive content is freely accessible to the viewer on any Smartphone, tablet or PC and is triggered by signage associated to each piece or collection.

For more information on the City-Insights Gallery Companion Digital Toolkit

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Gallery Companion Digital Toolkit