



***The augmented reality applied to cultural heritage***

***- Focus on deaf people -***

# ART. 30 — legal prerequisite

## Art. 30

Intro  
Proposition  
Services  
Contact

## The United Nations Convention on the Rights of Persons with Disabilities.

### Article 30 – *Participation in cultural and recreational life, leisure and sport*

1. States Parties recognize the **right** of persons with disabilities **to participate** on an equal basis with others in **cultural life** and shall take all appropriate measures to ensure that persons with disabilities:
  - (a) **Enjoy access to cultural products in accessible formats;**
  - (b) Enjoy access to television programmes, films, plays and other cultural activities, in accessible formats;
  - (c) Enjoy access to places of cultural activity, such as theatres, museums, cinemas, libraries and tourist services, and, as far as possible, enjoy access to monuments and sites of national culture.

# Intro – area of expertise

Art. 30

**Intro**

Proposition

Services

Contact

## Capitale Cultura Group

supports the development of cultural and creative organizations

implementing **augmented reality projects for cultural heritage**

integrating the solutions of the digital companies of the Group

**with particular attention to deaf people**

# Intro – keys numbers of the Capitale Cultura Group

Art. 30  
**Intro**  
Proposition  
Services  
Contact

- 4 operating offices in Italy, 1 in Switzerland and 1 in the USA
- 10 original formats developed in the cultural events sector
- 5000 contacts of key people in the reference sectors
- 30 years of experience in the fields of media, culture, art, communication and publishing
- 5 million raised with fund raising projects
- 100 clients and institutional partners
- 60 Augmented Reality projects and 3 million users
- 80 projects developed since 2014, including 7 innovative start-ups
- 5 patents
- 20 tourism and territorial enhancement projects

# Intro – augmented reality

Art. 30  
**Intro**  
Proposition  
Services  
Contact

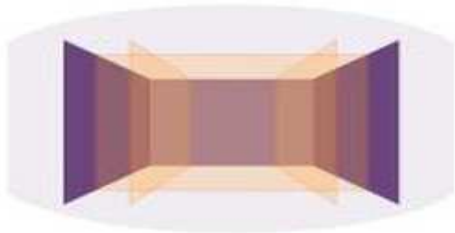
Augmented Reality is a **sensory perception** of reality enriched by information and reconstructions in digital format, an **integration between physical reality and digital world** through innovative "smart glasses" or latest generation "smartphones"

# Intro – technological evolution

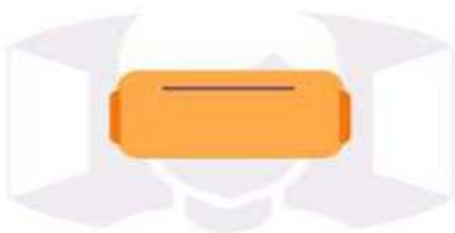
Art. 30  
**Intro**  
Proposition  
Services  
Contact

## VIRTUAL REALITY (VR)

Fully artificial environment



Full immersion in virtual environment

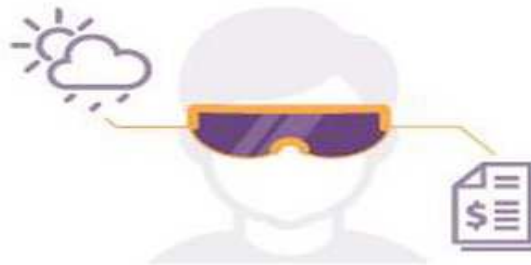


## AUGMENTED REALITY (AR)

Virtual objects overlaid on real-world environment



The real world enhanced with digital objects

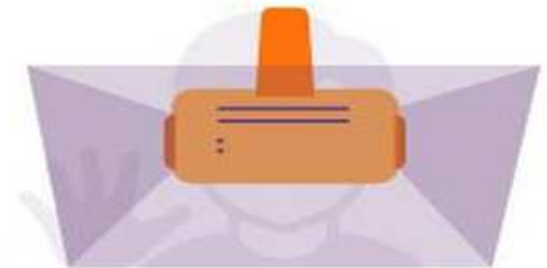


## MIXED REALITY (MR)

Virtual environment combined with real world



Interact with both the real world and the virtual environment



# Proposition – smart glass

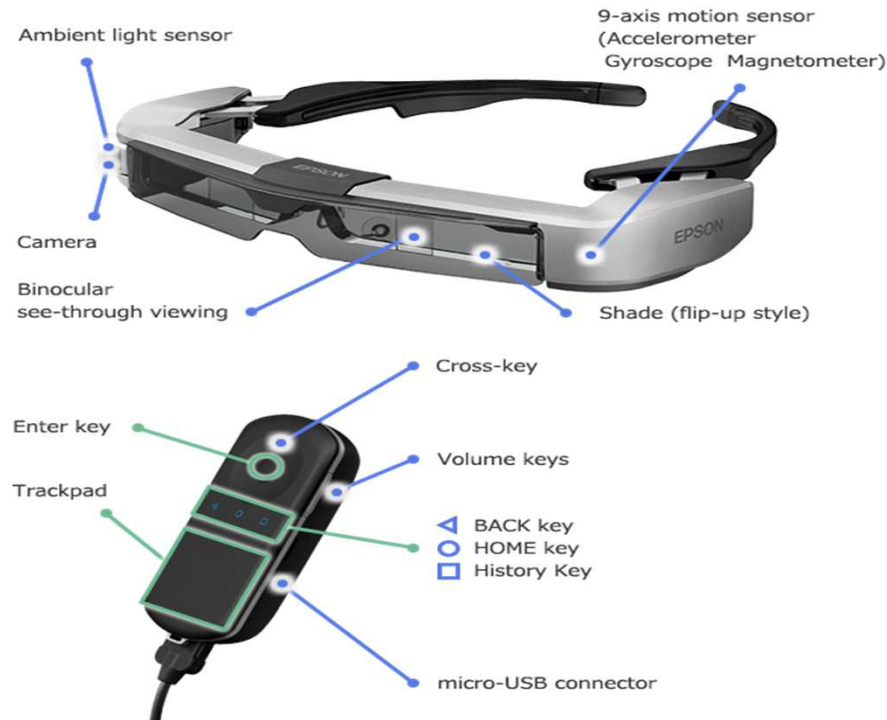
Art. 30

Intro

**Proposition**

Services

Contact



Advanced experience of Augmented Reality through wearable technology (smart glass), which allows **IN MOBILITY ENJOYMENT** of cultural itineraries.



# Proposition – tech solution for deaf people

Art. 30

Intro

**Proposition**

Services

Contact

Temple of Concordia, Fori Imperiali  
– the present ruins in the  
archaeological area, Rome



**Temple of Concordia,  
Reconstruction in augmented reality  
with LIS interpreter, using smart glass**



**The circle with the LIS translator speaking is most appreciated solution from deaf people**



# Services

## SMARTGLASS



### Autonomous Experience

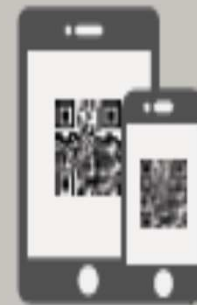
Our smartglasses are delivered to users, who carry out the experience independently.



### Guided Experience

A group leader conducts the visit, controlling the smartglasses through our AG Assistant app.

## SMARTPHONE AND TABLET



### Web App

The user experiences AR onto smartphone or tablet without downloading any application.



### Native App

The user uses a smartphone or tablet on which the ARtGlass App has been pre-installed.

# Contact

Art. 30  
Intro  
Application  
Services  
**Contact**

*Thanks for your attention*

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