Mateico
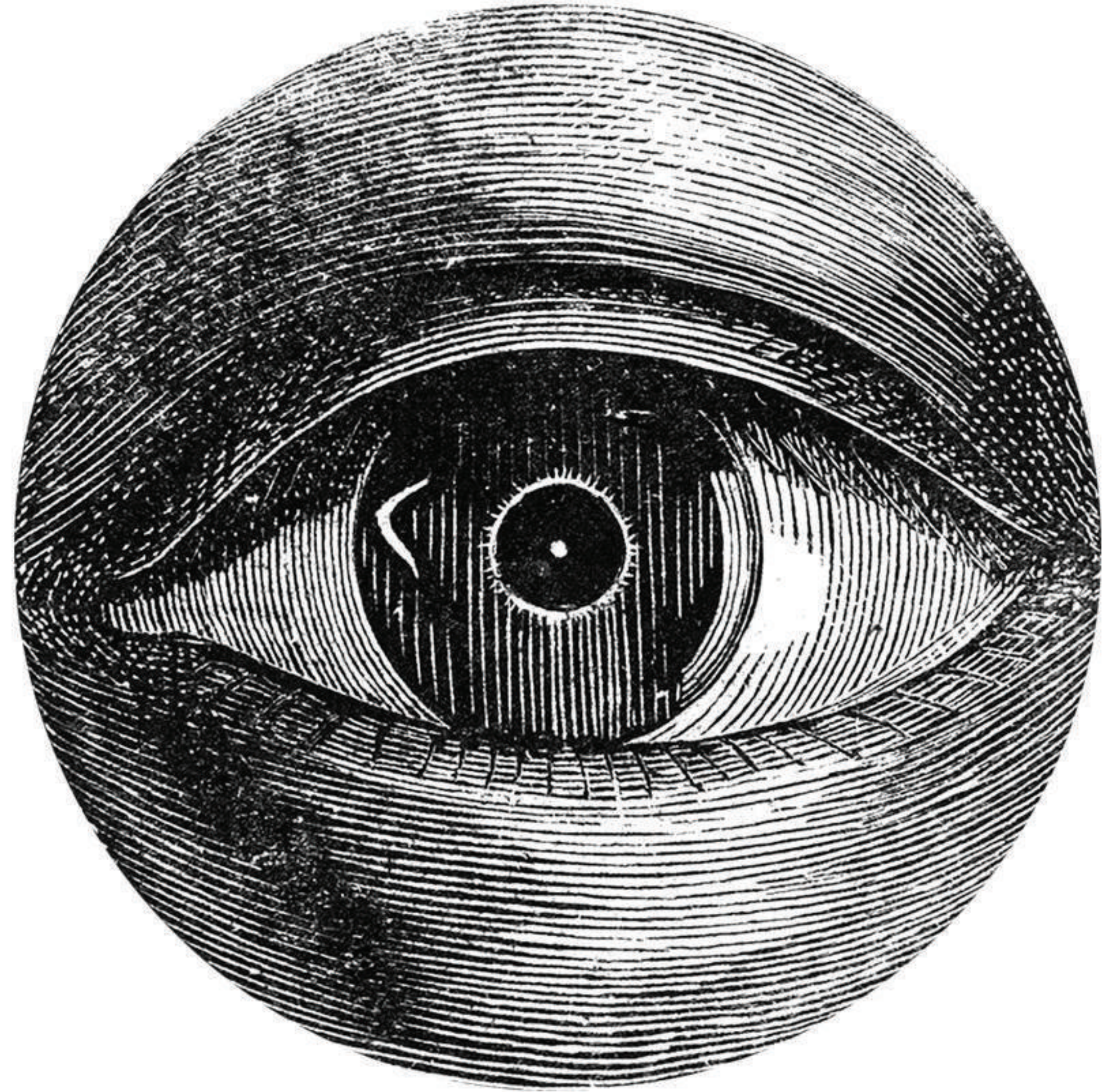## augmented reality application.

www.mateico.io

Mateico AR
is more than just an app.

Mateico AR unlocks a world of art, education, tourism, and entertainment through augmented reality and geolocation.
It's not just an app, it's a core component of the Mateico ecosystem, fueling your curiosity and creativity without limits.

Mateico AR is your key to an incredible journey.

**Create. Explore. Learn. Earn. Have fun.**
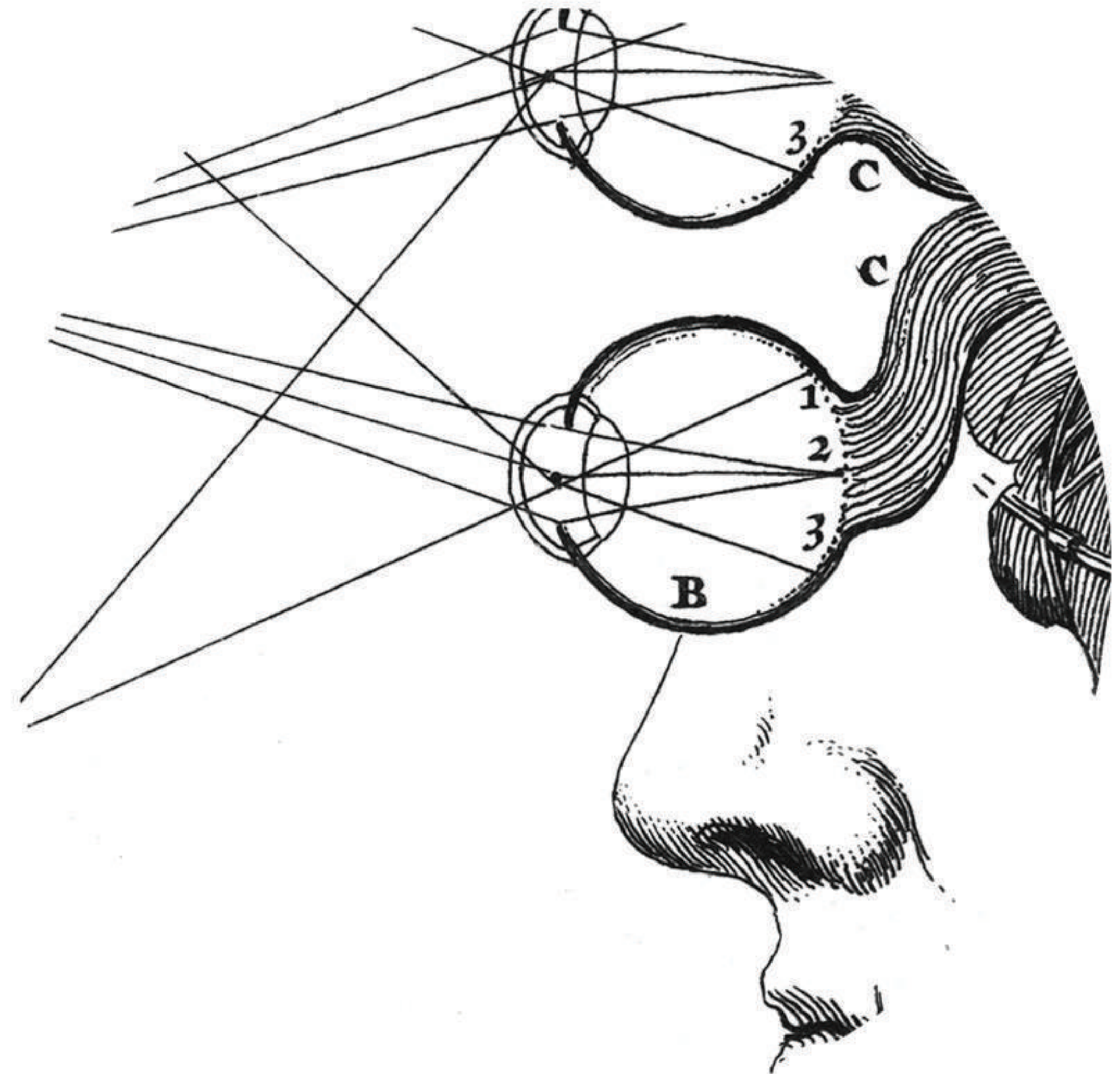
The idea

Mateico AR was developed to integrate art, culture, education, entertainment, and tourism into a unified, innovative app. It cultivates inter-active experiences by harmoniously merging the virtual and real worlds, with the goal of serving as a pivotal element within the broader Mateico ecosystem.
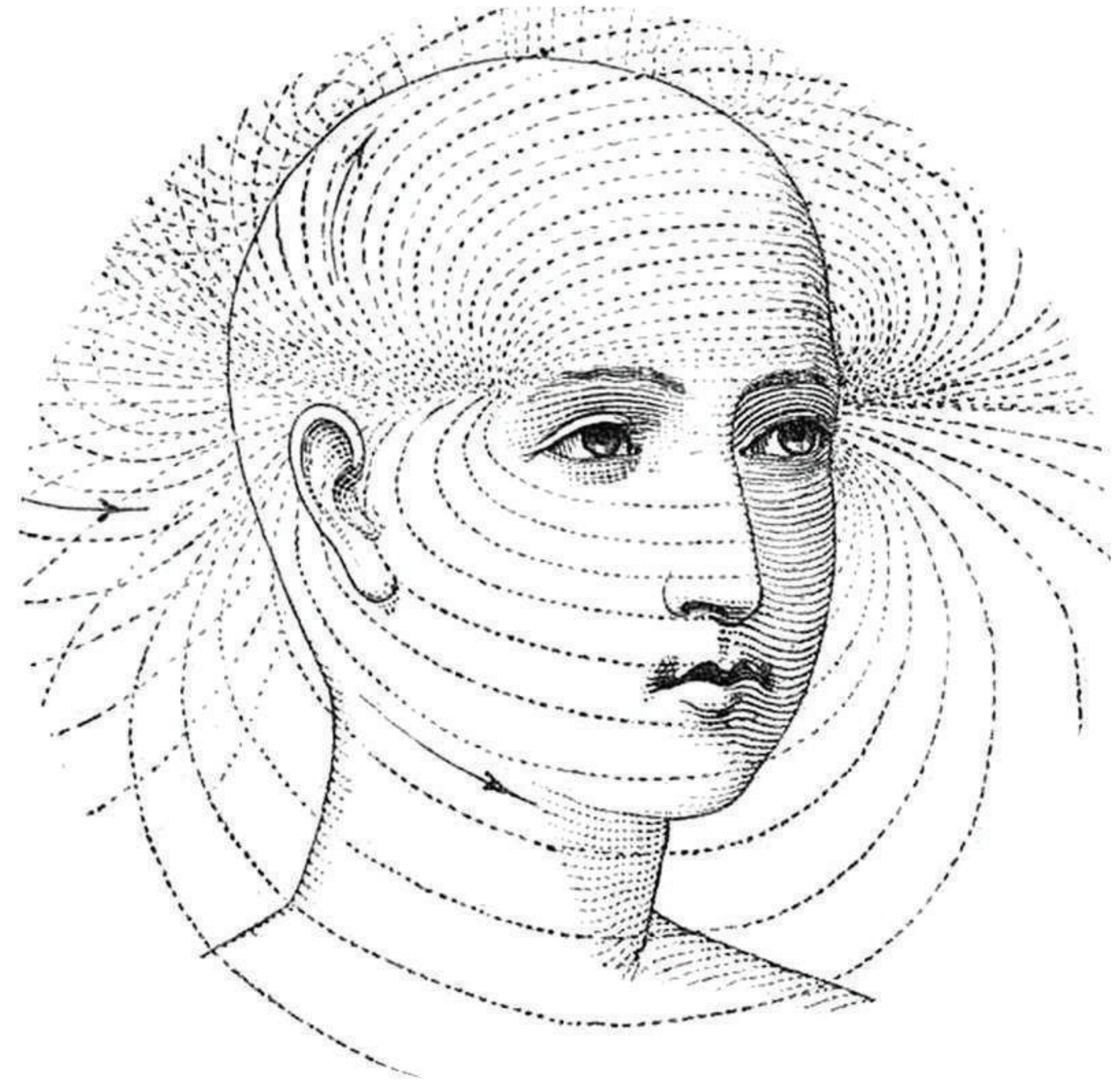
Our mission

is to connect art, culture, education, entertainment and tourism to create innovative experiences that inspire creativity, promote art, culture, science, business and preserve cultural heritage. We strive to deliver engaging and interactive content around the world and build a sustainable ecosystem.
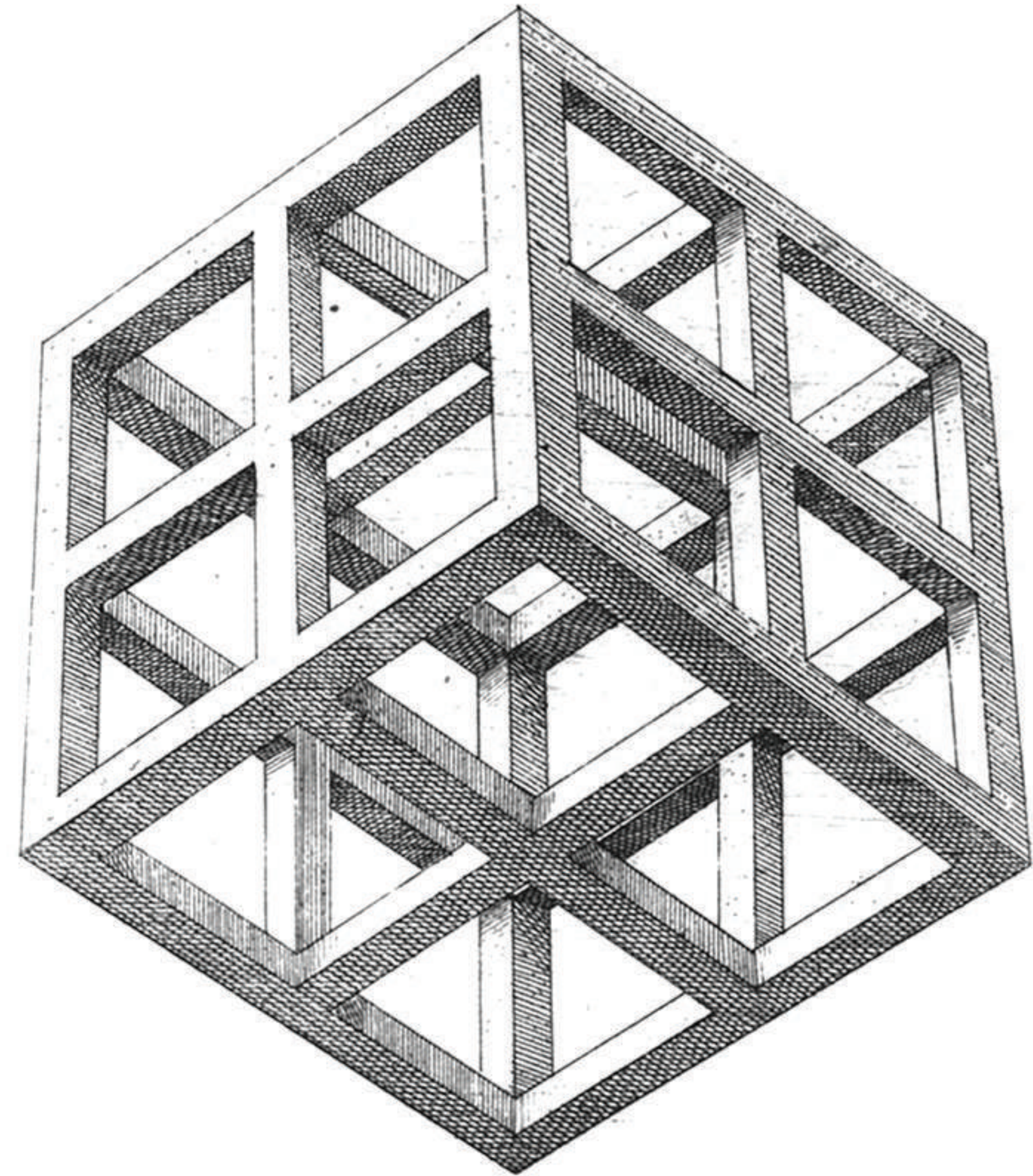
Our goal

is to democratize art and culture access, bridging tradition and modern technology. Mateico AR serves as a bridge, enabling interactive exploration, supporting artists and institutions, and fostering innovative and engaging art experiences. It's the cornerstone of the complete Mateico ecosystem.
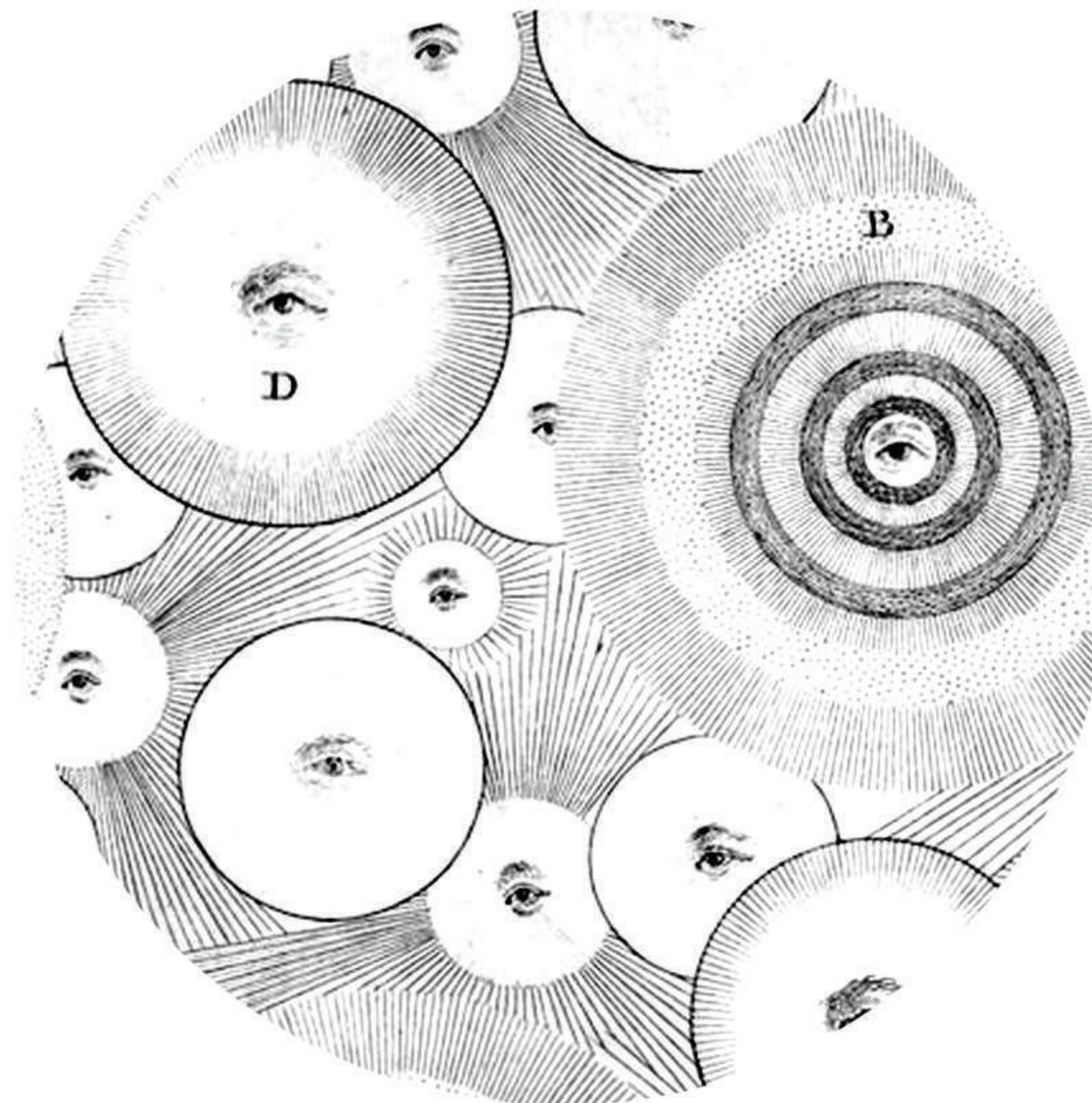
Augmented Reality

Mateico AR utilizes augmented reality (AR) to craft interactive virtual tours, delve into museums, art galleries, historic places, and engage in AR-driven challenges and games. With this app, users encounter reality enhanced by digital content like images, sounds, and 3D objects overlaid on their view via a smartphone or tablet. This amalgamation of the virtual and real world fosters and immersive experiences in Mateico AR.
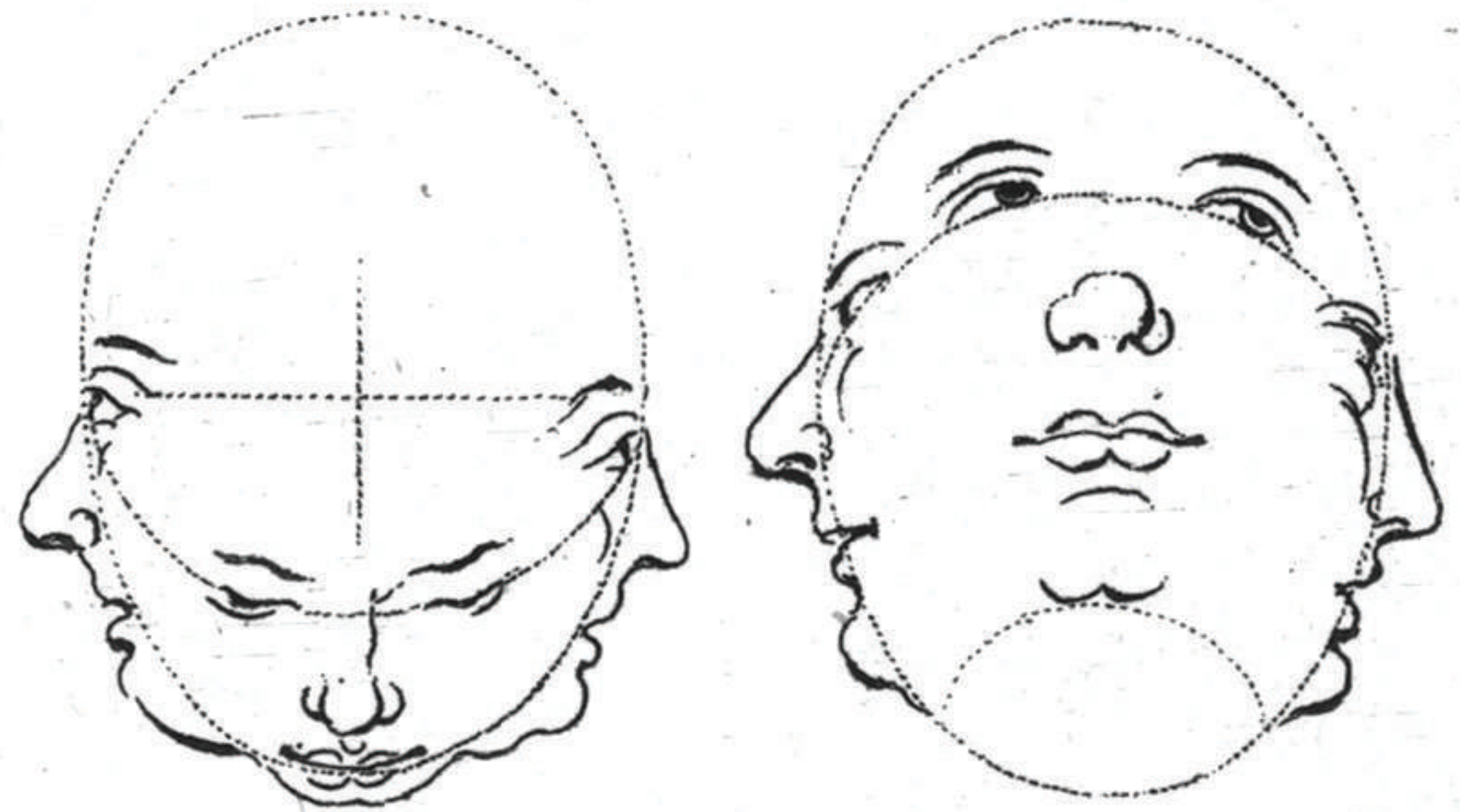
Geolocation

in the Mateico AR app uses a device's geographic data to provide location-specific content, seamlessly connecting augmented reality with the real world. This technology enhances interactive, personalized experiences, encouraging users to explore and learn about their surroundings.
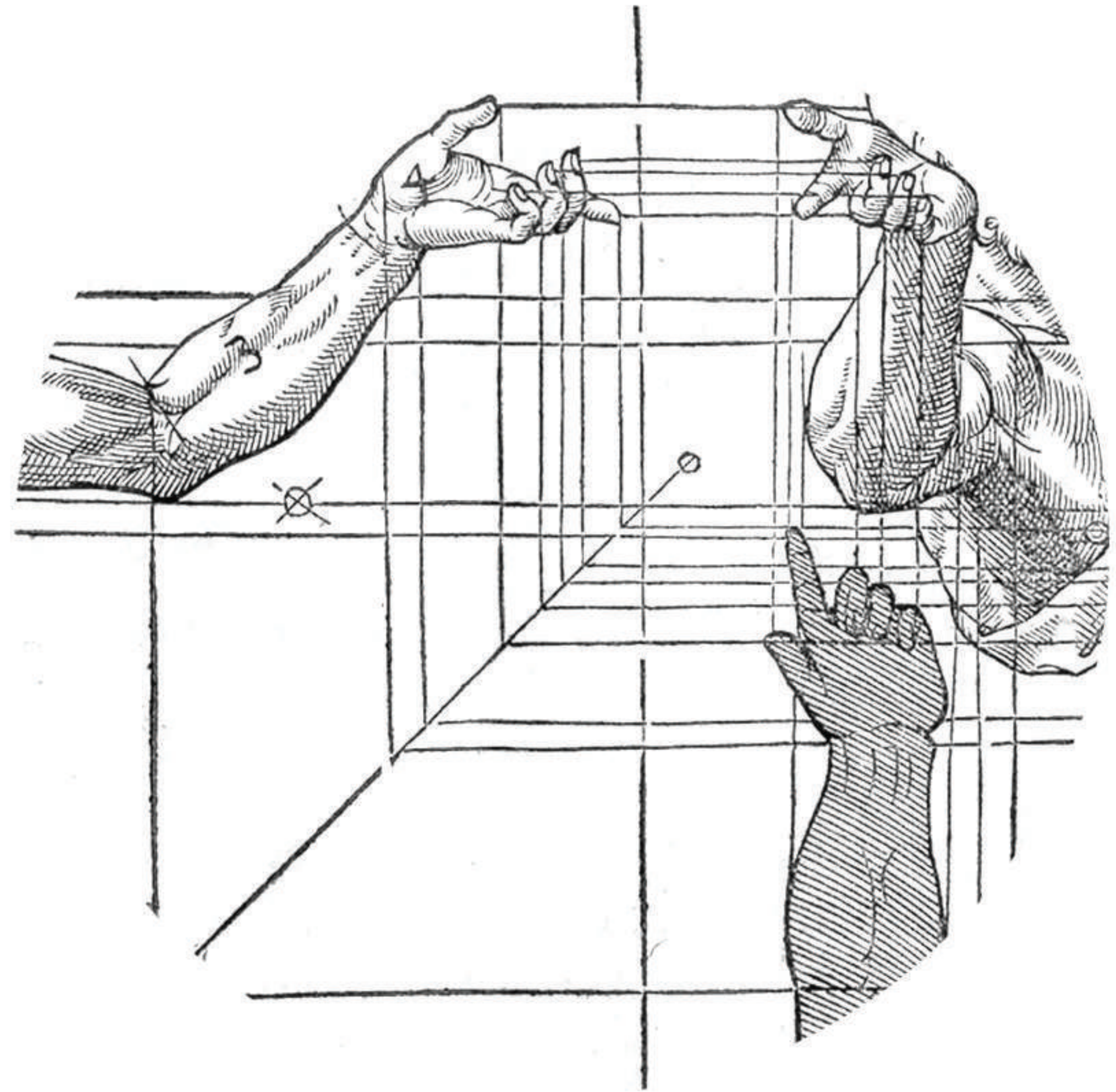
Art
Education
Entertainment
Tourism.

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It is more than just an app – it's the key to discovering and experiencing fascinating adventures in an entirely new way.
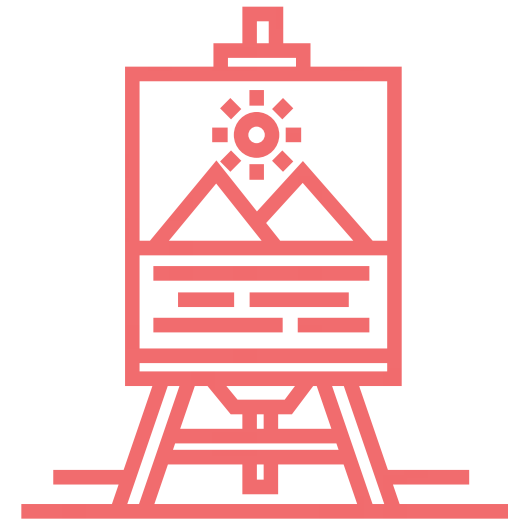
Art & Culture

Mateico AR unlocks new possibilities in art and culture, fostering creation, exploration, learning, and creativity. It blends tradition with innovation, bringing the virtual world into the real one and marks a groundbreaking stage in the appreciation and sharing of creativity.

The main service in the field of art and culture will be **,,AR-T"**

AR – T

The application offers numerous features for showcasing artworks, diverse sales channels, and direct interaction with their fans. Through seamless integration with the platform and its versatile functionalities, creators and artists will have access to a wide array of tools.

Digital Gallery Creation

Creating digital galleries
Users can transform physical spaces or create completely virtual galleries using the Mateico AR app. This function allows you to organize various art exhibitions.

Phygital exhibitions

The ability to create audio, video and text content and present it in augmented reality will be an important element of the application. This will allow artists to create phygital exhibitions.

NFT integration

This feature integrates NFT technology, allowing users to purchase digital artworks as NFTs directly from the virtual exhibition. Users can view detailed information about each work, artist and ownership of the NFT.

Engagement and interaction

Virtual visitors can interact with the artworks, view details, listen to audio guides, and even participate in virtual discussions about the works. This feature provides an immersive and educational art experience that goes beyond the traditional art gallery visit.
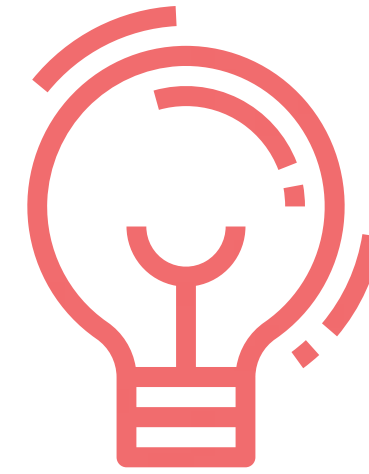
Education

Mateico AR elevates education by transforming learning into an engaging journey through augmented reality. It offers interactive, contemporary, and easily accessible knowledge acquisition. Education and the process of acquiring knowledge are enriched by the **"Scan To Learn"** service.

The **"Scan To Learn"** feature within the Mateico AR App works by scanning QR codes or images that trigger educational or informational content.

Scan 2 learn

Scanning an Image or QR Code

The user opens the MateicoAR app and uses the "Scan To Learn" feature. They then scan the relevant image or QR code. This could be a piece of artwork in a museum, a historic building, a historical plaque, or even a photo in a textbook.

Access to Additional Content

After scanning, the user gains access to additional content related to the scanned object. This content can include text, videos, sounds or audio recordings, photos, animations, as well as historical, cultural, or scientific information.

Accessibility

Thanks to the use of augmented reality technology and geolocation, "Scan To Learn" can be utilized in the field. Users can scan objects on-site, which is perfect for outdoor museums, nature parks, historical walking tours, and other locations.

Multisensory Experiences

For students, learners, and all curious minds, MateicoAR provides experiences that engage multiple senses. In addition to text, users can listen to narrations, watch videos, and even participate in interactive educational games.
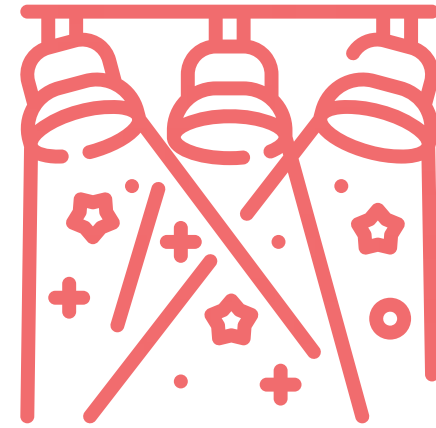
Entertainment

Mateico AR offers augmented reality-based interactive games and challenges, providing users with exciting experiences, including treasure hunts in the real world. It merges reality with virtuality at cultural and musical events, allowing users to earn rewards through innovative ways. Notably, this includes services like **„Live Drop"** and **„Find To Earn"**
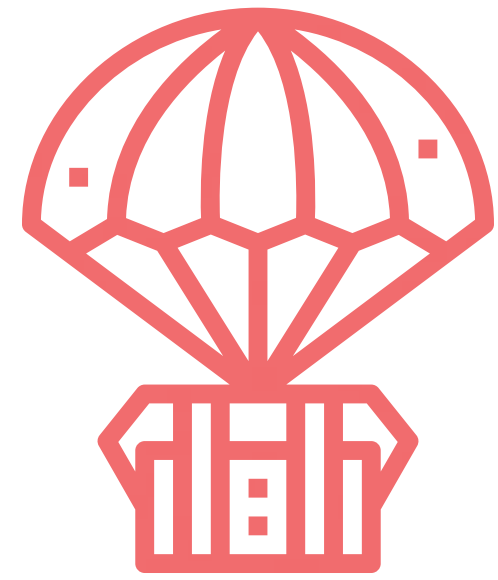
Live Drop in Mateico AR revolutionizes artist-audience interaction by enabling real-time rewards distribution from the stage, fostering an engaging connection with fans.

How It Works: The Artist's Perspective

Dynamic Control

Artists can take charge of the Live Drop feature, deciding what rewards to give, how many to distribute and the distance at which they're "dropped" within the venue.

Instant Gratification

As the artist performs on stage, they can trigger Live Drop to release various rewards, such as digital art, exclusive content, or even event tickets. It's their way of instantly showing appreciation to their fans.

Engagement Booster

Live Drop enhances audience engagement by adding an element of surprise and excitement to live shows. It makes the audience part of the performance, turning passive spectators into active participants.

How It Works: The Fans's Perspective

Instant Interaction

Users with the Mateico AR app installed can participate by catching using their smartphones. Everything happens in real time.

Increased Excitement

Live Drop adds an extra layer of excitement to live events. Fans will keep a keen eye on their screens, ready to pounce on any dropped rewards, which can be both digital and tangible items.

Building Connections

This feature fosters a deeper connection between artists and their fans. Fans feel appreciated, artists get immediate feedback, and both parties share a unique, memorable experience.

There are many different possibilities to use Live Drop.

Trade shows and exhibitions
During trade shows and exhibitions, exhibitors can encourage visitors to interact with their booths by rewarding them for their visits.

Sporting Events
Organizers of sporting events can utilize Live Drop to engage fans in active participation during sports events.

Theaters
While staging theatrical performances, theaters can use Live Drop to interact with the audience.

Conferences and Seminars
Conference speakers can employ Live Drop to reward participants for attending presentations or actively participating in sessions.

Corporate Events
Companies can leverage this service during their events to motivate employees to participate actively and engage during corporate meetings.

Local Events
Local communities can organize outdoor activities using this service to integrate residents and encourage them to be active within their neighborhoods.

With **,,Find to Earn"** the Mateico AR app becomes not only a tool for discovering art, culture and new locations but also for having fun and earning rewards.

Interactive Games and Challenges

"Find to Earn" also includes interactive games and challenges using AR technology. Users must find specific objects or solve puzzles to earn rewards.

Virtual Treasures and Rewards

In various locations, such as museums, galleries, parks, Mateico partner locations, or historical places, application developers hide virtual treasures or prizes. These are gamification elements that encourage users to explore.

Digital and Real-World Rewards

Users with the Mateico AR app installed will be able to find rewards that may be real-world items, including: art, tickets, discounts to stores and partner companies, T-shirts, gadgets, but also digital rewards: NFT, $MATE token, subscriptions.

Creating Unique Experiences

Find to Earn" is also a way to create unique and personalized user experiences. Everyone can choose which rewards and challenges they want to engage with, resulting in personalized experiences.

Tourism

Mateico AR revolutionizes tourism by infusing augmented reality, interactivity, and education, offering the tourism industry fresh possibilities to captivate tourists and offer unforgettable experiences. Prominent services within this sphere encompass **"Virtual Tour Creator"** and **"Explore-AR"**.

Virtual Tour Creator is a tool for guides, museums, galleries, and creators to craft interactive virtual tours accessible via the Mateico AR App.

Virtual Tour Creator

Virtual Tours

Mateico AR can offer virtual tours of tourist attractions, allowing users to explore them in a virtual environment.

Additional Information

After scanning the attraction, the user gains access to additional information. This can include historical descriptions, interesting facts, photos, audio recordings, or videos. This means that the user can learn more about the place they are visiting.

Navigation

The app can also offer navigation features such as route guidance, opening hours of attractions, and directions to nearby points of interest.

Rewards and Challenges

The app can introduce gamification elements, such as awarding points for visiting specific locations or completing certain tourism-related tasks. This encourages active exploration.

The **Explore – AR** service in the Mateico AR app combines augmented reality with local tourist information to create routes featuring partner businesses, events, and attractions for a comprehensive tourist experience.

Explore - AR

Find Local Attractions

The user opens the Mateico AR app and uses the "Find Local Attractions" feature. The app uses geolocation to find tourist attractions in the vicinity.

Scan and Discover

The user scans the surroundings using their smartphone's camera. If a significant tourist attraction is nearby, it is detected by the app and marked on the phone's screen.

Interactive Maps

The Mateico AR app can provide information about local shops and promotions, which can encourage tourists to shop in the area and point out restaurants, pubs, and music clubs worth visiting.

Support for Restaurants and Shops

The app can support local businesses by providing information about restaurants, shops, and other services in the area.

Immersive Experiences
Mateico AR offers immersive experiences by combining augmented reality and geolocation. Users can interact with the real world and digital content simultaneously, creating unique, captivating experiences.

Versatility
Mateico AR serves not only art but also tourism, education, and entertainment, providing various ways to utilize AR technology.

Education and Creativity
Our application fosters knowledge and creativity, allowing for the exploration of the art field and acquiring knowledge unconventionally.

Supporting Art and Culture
Mateico AR elevates the status of artists and art galleries, contributing to the promotion of culture and heritage.

Supporting Local Businesses
Together we can achieve more! This is our motto, and we will support local businesses and initiatives in their development using our application.

Accessibility and the Future
The Mateico ecosystem continues to evolve, bringing ever more exciting possibilities. Mateico AR is one of the cornerstones of the entire Mateico ecosystem.v

Mateico AR is not just an app. It's the key to a new dimension of creativity, education, entertainment and exploration.
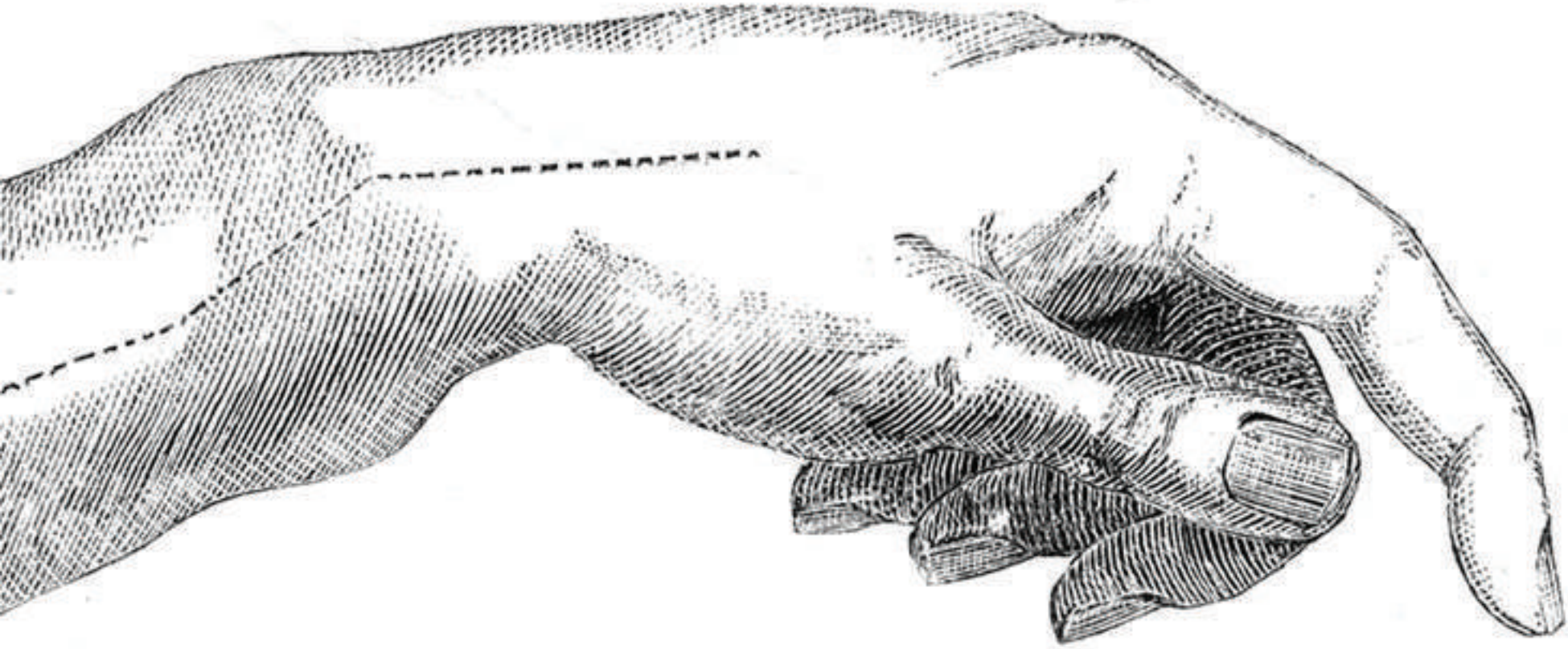
People

Artists, Creators, Fans, Event Organizers, Tourists and Tour Guides, Storytellers and Authors, Teachers and Educators, Architects and Designers, Celebrities, Tech Enthusiasts and Gamers, Creatives and Innovators.

All people, passionate to explore their creativity and engage with audiences in innovative and exciting ways.
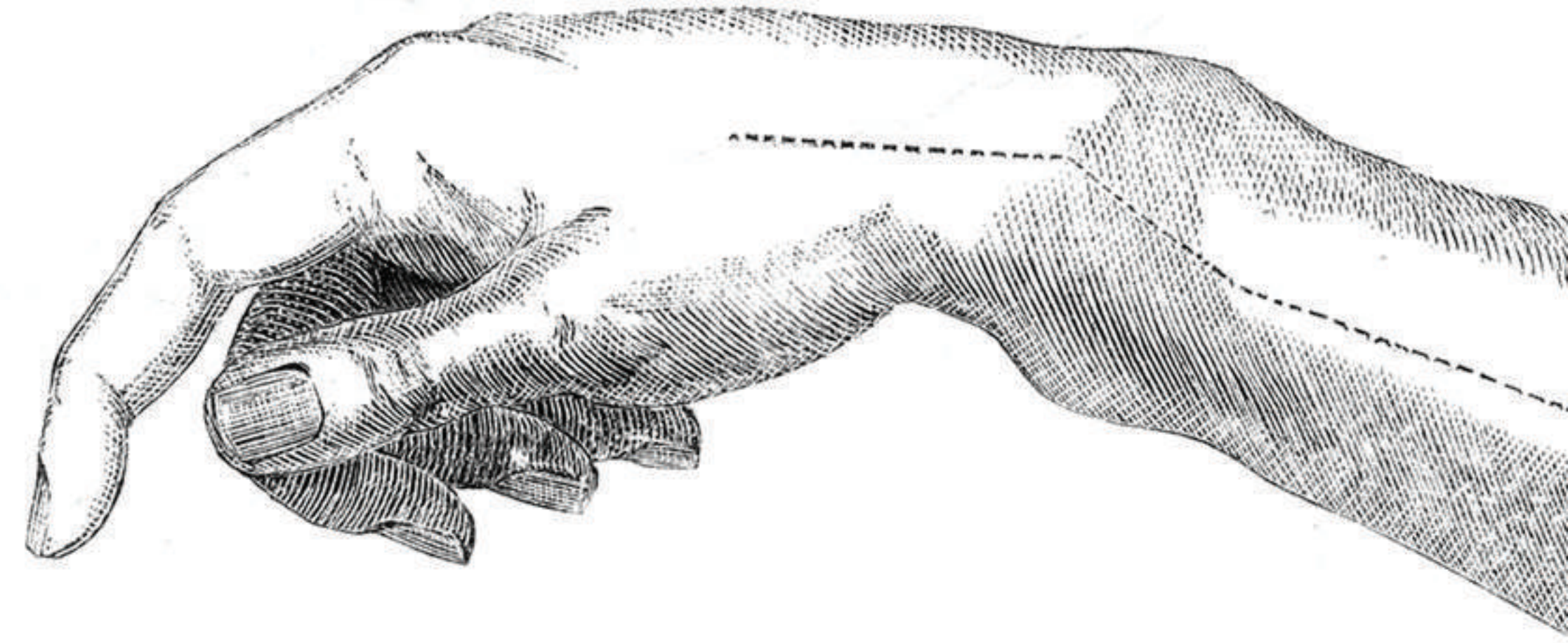
Businesses and public places

Art Galleries, Museums Universities, Theatres, Music and Art Festivals, Labels, Brands, Local Businesses, Monuments, Amusement Parks, Tourist Places, Cultural Places, NFT Projects, Marketing Agencies, Music Clubs, Restaurants.

For whom is the Mateico AR App?

Partnership benefits

Diversify Income
Tap into a fresh source of income through content sales, virtual events, and interactive experiences.

Expand Your Audience
Reach tech-savvy, diverse customers and engage younger demographics.

Creative Exploration
Pioneer interactive exhibitions, concerts, and innovative events.

Educate and Engage
Foster education and customer engagement through immersive experiences.

Innovate Together
Collaborate on creative projects, expanding your offerings.

Boost Your Brand
Promote your brand through virtual events, exhibitions, and games.

Adaptive Marketing Strategies
Businesses can explore adaptable marketing strategies, creating a competitive edge in a dynamic market.

Support Our Mission
Join us in promoting sustainability and cultural preservation.

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As a part of the growing Mateico ecosystem, Mateico AR takes us into a world where the boundaries between reality and virtuality merge into one fascinating experience.

It's not just an app

It's a key to endless possibilities and a fascinating journey.
It's a new chapter in our interaction with the world around us.

It's Mateico AR