



**META(art)**

**Technological Platform  
of the  
Digital Online Museum**

Project by  
Interactive Graphics Laboratory



**META(art)**

# Digital Online Museum Platform

**Transforms history and art  
into an engaging game  
in any standard browser**

**The art accessible to everyone through:**

- The website on the Internet
- Virtual reality
- Large smart TV screen
- Smartphone screen

**anywhere in the world**



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# META(art)

## Digital Online Museum Platform

Art in a **new** format

**Classics**

+

**Modernity**

**100% accurate 3D copies  
of art masterpieces**

- Paintings
- Sculptures
- Ceramics and porcelain
- Decorative and applied arts
- Other artworks

but also:

- Virtual assistant
- VR Application Meta(art) Metaverse
- Unique interactive advertising
- NFT marketplace
- Crypto application NFT(art)
- Art sales



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## Advantages of the Digital Online Museum Platform

Works on any  
devices:

- smartphones
- tablets
- laptops
- PCs (Windows, MacOS)
- augmented reality headsets
- virtual reality headsets
- smart TVs
- TV sets

Just use **any** browser!

No additional software  
installations required.



## Advantages of the Digital Online Museum Platform

Makes the museum accessible to those  
who might never have the chance!

- Individuals with financial constraints
- People living in remote areas
- People with disabilities
- Residents of foreign countries
- Youth and young adults
- And many others

All you need is a  
**browser!**



## Advantages of the Digital Online Museum Platform

Showcases artworks that might  
never be seen otherwise!

- Masterpieces from the museum's storerooms
- Artworks by emerging and unknown artists
- Architectural monuments that are difficult to access
- Destroyed historical monuments restored in virtual reality
- And many others



## Advantages of the Digital Online Museum Platform

- Absolutely authentic copies of artworks
- Opportunity to view artworks from all the sides in a three-dimensional space
- Visible minute details - can be scrutinized up close
- The most spectacular and fantastic design of exhibition halls.
- All most widely spoken languages

### And most importantly!

- No additional software needed, just use any regular browser.
- **Available on any devices**, including smartphones.
- Instant load, no need to wait.



## Cultural heritage conservation Digital Online Museum

Enables the digitization of not just paintings and sculptures, but any cultural heritage objects:

- Exact digital twins of architectural landmarks, historical monuments, and protected natural areas.
- Access to the culture and history of the country for people from all over the world.
- Opportunity to study hard-to-reach objects in detail.
- A digital replica ensures 100% accuracy in restoration work.





# META(art)

## How does it work? Complex graphics - made easy! Interactive streaming

Advanced 3D graphics on your phone or tablet -  
no lags or delays!

The secret lies in cloud-based rendering: complex graphics are processed in the data center and streamed as video to your device.

Seamlessly control everything: rotate, zoom, and switch between objects - in real-time.

Every user enjoys a personalized, realistic virtual world on any device, even the least powerful ones.

All resource-intensive computations are processed in the data center.



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## How does it work? ■ Interactive streaming + web technologies

- **Interactive 3D graphics:** our technology transforms the art viewing experience into an engaging game. Feel the novelty and magic of art right at your fingertips!
- **Classic website:** the website features a complete catalog of works, allowing users to explore detailed information about the artworks and their creators. Ideal for those who prefer a traditional approach.
- **Information accessibility:** our website is easily searchable by search engines, making artworks accessible anywhere in the world.



# META(art)

## META(art) Platform + Artificial intelligence (AI)

**A virtual (yet so charming) assistant to the world  
of art on the digital museum website**

- Enjoy your tour while listening to a lifelike voice in your native language
  - Get information about exhibits in a convenient format
- Don't worry about missing anything - subtitles are always there.



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# META(art)

## META(art) Platform ■ + Artificial intelligence (AI)

**Your guide to the world of art who is always by your side - a virtual assistant with a lifelike voice!**

This isn't just a chatbot. It's your own personal museum guide, brought to life! Ask questions, explore exhibits, navigate halls - all with the help of a friendly voice assistant who shares insightful details in a clear and engaging way.



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## META(art) Platform + Artificial intelligence (AI)

**ArtLab** - create  
your own image  
with the help of  
Artificial Intelligence!

On the virtual museum websites, you'll find the

**ArtLab** section, where you can become a true artist without needing special skills. Using AI, you can create your own unique image simply by describing your desired scene or entering a keyword.



Users' images



Original artwork

Ivan  
Korshunov  
Rat King



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## VR application Metaverse

### VR application

on the Digital Online Museum Platform

- Virtual reality headset is the best way to immerse yourself in the metaverse of world art!
- **Examples of free VR applications created on the Platform**, available in the largest online game store, Steam:

[MalovMetaArt Metaverse](https://MalovMeta.Art)

[MalovModernArt Virtual Museum](https://MalovModern.Art)



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## VR application Metaverse

The virtual reality museum is just like the museum on the Internet.

### But the best part is:

The virtual reality application is developed **automatically** along with the creation of galleries in the Online Museum, without any additional costs or time required.

No additional  
costs !



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# META(art)

## NFT(art) crypto app

### Special application for NFT token buyers

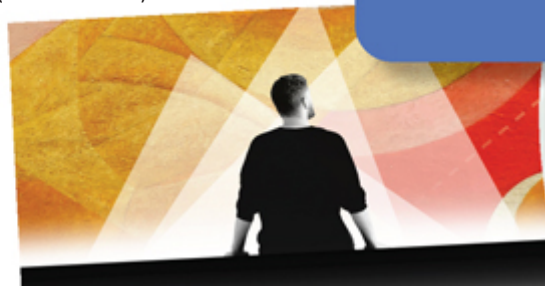
- **A unique platform:** more than just an online museum - it is an NFT marketplace where each artwork comes with its own NFT.
- **Authenticity protection:** only the NFT owner can display the purchased artworks, ensured by a dedicated application.
- **Encryption:** all NFTs are securely protected.
- Available on:
  - laptops and desktops (Windows, MacOS)
  - smart TVs
  - TV boxes

Meta(art) NFTs  
cannot be stolen!

X



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## Interactive advertising on the platform

Innovative interactive advertising in the exhibition halls of  
the digital online museum  
and VR application

- Not just banners, but a full product immersion!
- It's a game, not just a display: our ads actively engage users, offering much more than traditional banners.
- **Cost-Effective:** the cost per interaction with our interactive ads is comparable to standard online advertising rates.



## Interactive advertising on the platform

Advertising for any items that match the image and standards of the Digital Online Museum:

- Premium goods
- Cars
- Real estate
- Travel packages, etc.

## Advantages:

- **Increased sales:** people are more likely to buy what they can experience.
- **Instant decision making:** purchases can be made immediately after viewing the ad on the museum website or in the VR application.





**META(art)**

**WE WILL BE HAPPY TO ANSWER  
ANY OF YOUR QUESTIONS**

  
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