

A large, abstract pattern of colorful hexagons in shades of blue, green, yellow, orange, pink, and purple, arranged in a loose, organic shape on the left side of the slide.

# CULTURE

A stylized logo consisting of a red 'C', a blue 'i', and a green 'e' arranged in a circular pattern, located to the right of the word 'CULTURE'.

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**Römische Haus**







*i-marginal*

{BnF





# CULTURE

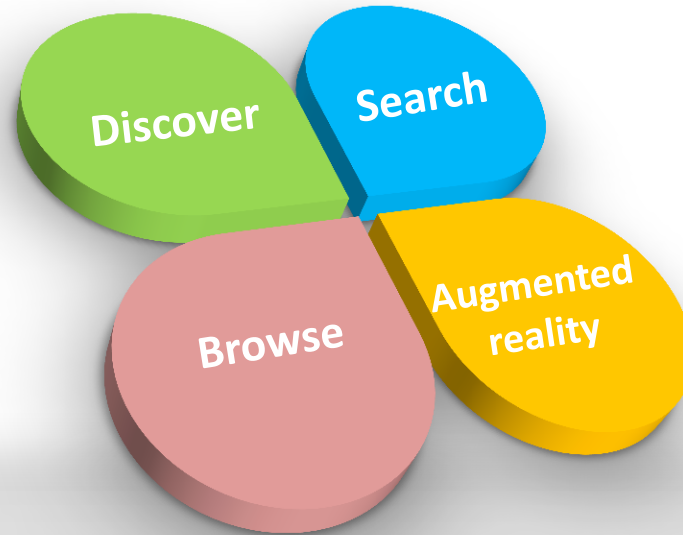
**the most complete culture and tourism  
on mobile application for France**

Check out geolocated works  
in high definition  
access French museum data  
sheets  
find out about cultural events  
near you.





# How it works



**New content  
new features**

**A journey into  
time on iPhone**

**Another way to  
discover art and  
history**

**Culture on your  
doorstep**



# A series of numbers about Culture

- 1** **327** paintings in Paris in high definition from the meeting of National Museums
- 2** **370** illustrations of historical and unusual Paris, and also Bordeaux, Lyon, Marseille and Avignon
- 3** **1350** geolocated museums in France, with a record information
- 4** **600** events are extracted from the Portal of Culture's schedule on the Internet





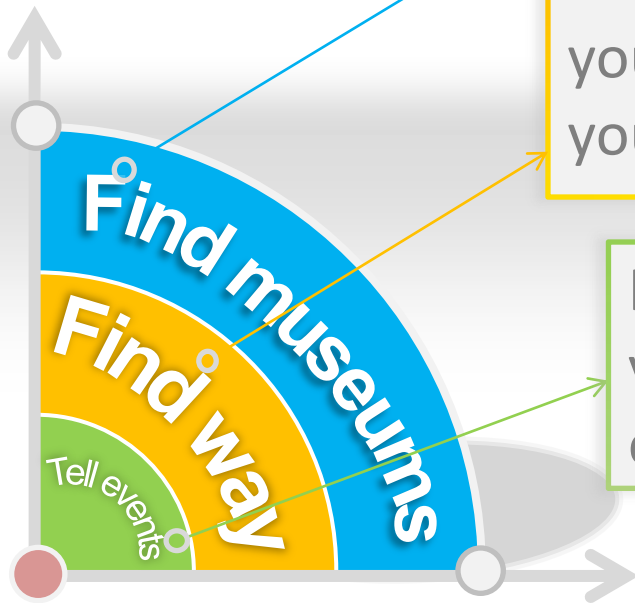


# With the city

You can find the 1,350 French museums  
On the map or in augmented reality  
mode

you will see the place where  
you are located

It also tells you what's on near  
you with more than 600 cultural  
events in France







# Interact

**social  
network**



**find friends**  
**create a cultural  
community**

**build up an  
album**

**share your  
discoveries**

The CultureClic social network where you can find friends with the same interests, create a cultural community, build up an album with your favourites and share your discoveries on Facebook and twitter.



Web:<http://www.cultureclic.fr/>

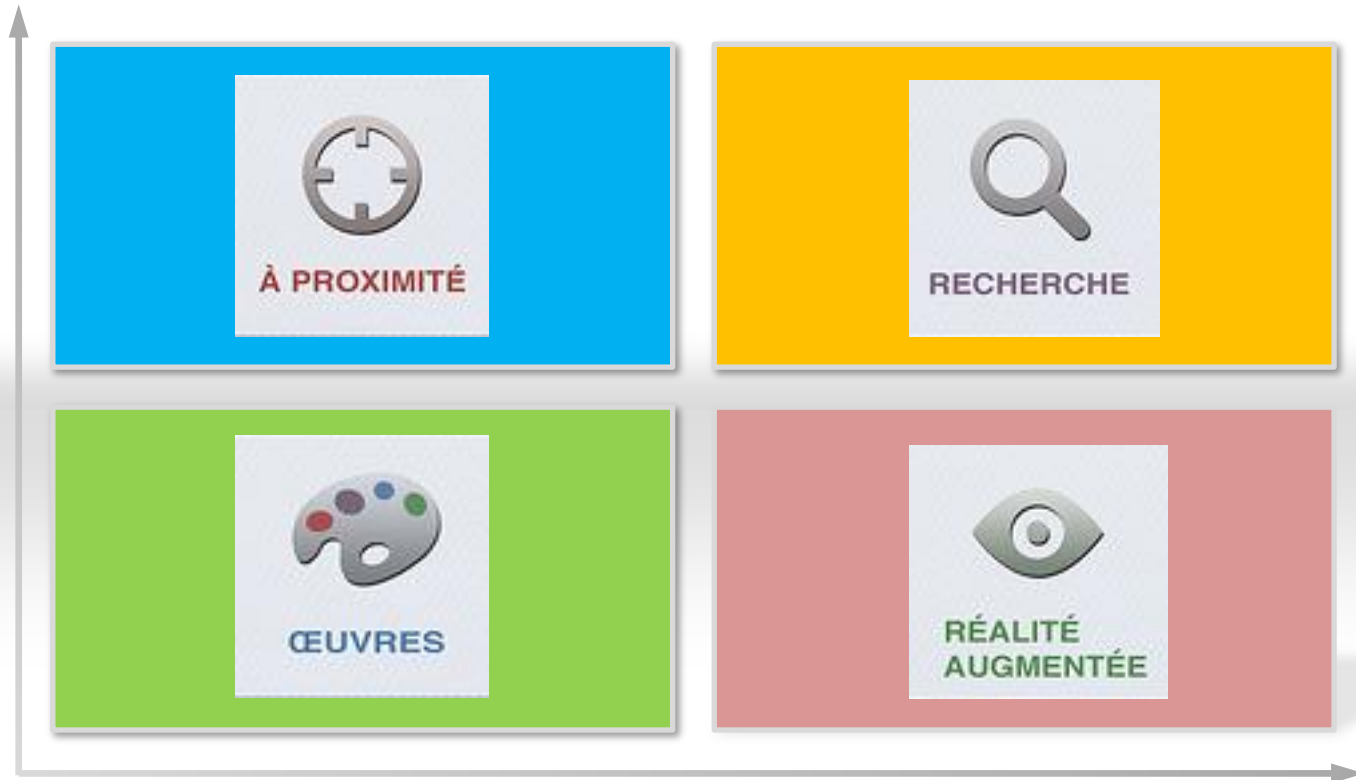
The screenshot displays the CultureClic website interface. At the top, the navigation bar includes the URL <http://www.cultureclic.fr/>, a search icon, and a tab titled "CultureClic - Augmented...". The main header features the "CULTURE" logo in black, with "AUGMENTED CULTURE" in smaller text below it. To the right of the header is the CultureClic logo (a red-bordered square with a classical painting) and the text "CultureClic".

The central content area is dominated by a video player showing a scene of a person walking on a bridge over a river, with informational overlays such as "View of the Bastille" and "706m". Below the video player, a banner reads "Follow CultureClic and participate" with social media icons for Twitter, Facebook, and France.fr, along with links for "Blog" and "RSS".

On the right side of the page, there is a section titled "Available on the App Store" with an icon of a smartphone. Below this, two smartphones are shown displaying the CultureClic mobile app interface, which includes the "CULTURE" logo, a welcome message, and a list of nearby cultural sites, such as "Bibliothèque nationale de France" at 103m.



# How to use it ?





# Another way to discover art and history

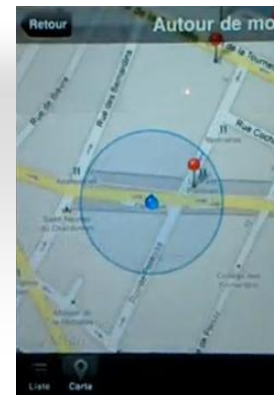
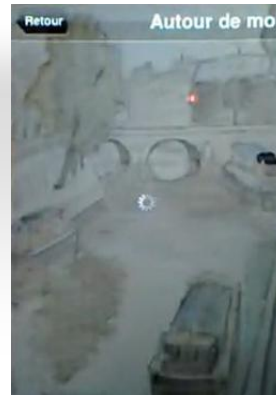
At first

Main

Wait

Where you are

Map







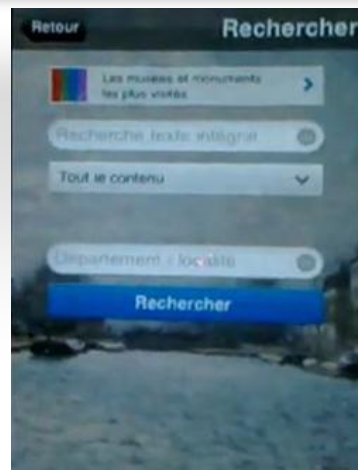
New content, new features

Main

Type

find

More





Culture on your doorstep

Main

Wait

List

Browse

More





## Augmented reality: a journey into time on iPhone

Main

List

More



Applications mobiles :  
CultureClic, l'application culturelle  
de réalité augmentée conçue par i-Marginal



# Technology

- 1** This app is available free on iPhone and, coming soon, on other mobile platforms.
- 2** This app is available for download from the website : <http://www.culturecllic.fr/>
- 3** Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.1 or later
- 4** The minimum screen is 320 x 480





# Mandatory Table

App's Name + Version	Type	Operational System (OS)	Minimumscreen
Culturecllic v1.4.3	Museum, Guide, Travel	iOS	320 x 480
Minimum OS version	Native or Web-app	Free or Paid	Where it is Available
iOS 3.1 or later	Native	Free	It was available at <a href="http://www.culturecllic.fr/">http://www.culturecllic.fr/</a>

A decorative pattern of colorful hexagons in shades of blue, green, yellow, orange, pink, and purple, arranged in a scattered, overlapping manner on the left side of the slide.

# Thank you!

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