

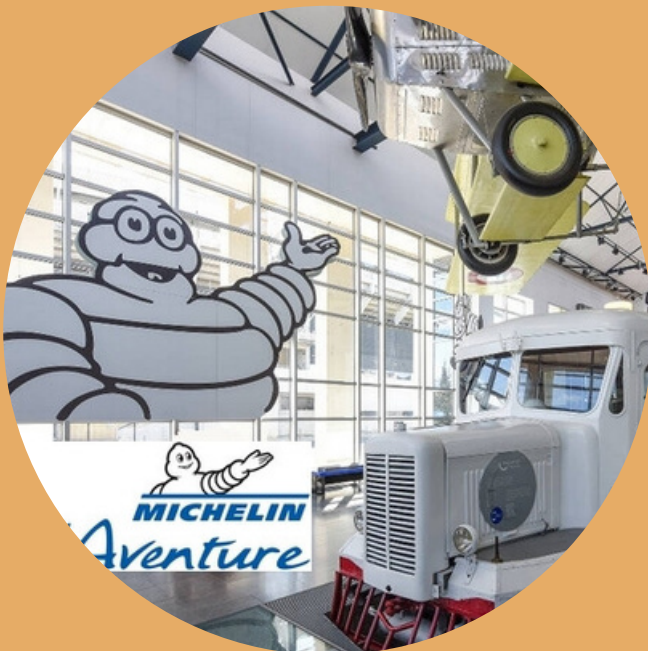
À LA CROISÉE DES ARTS

# ● **ENRÊVAR**



**Numéro A : AZNAVOUR Charles**

***“Le succès n'est que l'expression d'une vaste hallucination collective”  
à voix basse***



# SUMMARY



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## TECHNOLOGY TO BEYOND REALITY:

**Enrêvar** is a technology solutions provider. We **design and develop** innovative applications for the cultural sectors.

Enrêvar's raison d'être is to "**stimulate the dream of accessible culture through innovation**", in order to bring a new perspective to heritage, whether artistic, cultural or sporting. Our aim is to offer this insight to all audiences, whatever their background, by integrating innovative features (audio description, dyslexia, .....).

As a digital company, our mission is to support cultural players in adopting innovative and inclusive solutions for all audiences, especially those who are far removed from culture.

**Listening** and **sharing** are the fundamentals that drive us:

**Listening**, because we work closely with our customers' expertise. It's an essential part of our approach, enabling us to enhance our solutions as effectively as possible.

**Sharing**, because we put all our expertise at the service of our customers, in order to support them as best we can in this inevitable transition to digital tools, without taking the place of human action, but bringing a different perspective that enables us to reach new audiences.



## ABOUT US:

We are Enrêvar, a young start-up from Clermont-Ferrand. We believe in **technological innovation**.

Pushing back the boundaries, **offering immersive and enriching** experiences for cultural mediation, are the very quintessence of our activity.

Enrêvar is part of the Lojelis Group, which we rely on to provide turnkey solutions for our customers.

- Formalising your requirements
- Creation of the graphic charter to personalise our products to your image
- Automatic application updates
- Secure management space accessible via a simple web browser
- Data hosting in France
- High availability of our products

Our products meet the needs of venues for exhibitions, architectural discoveries, gardens, event management, sports promotion and networking.

Thanks to our membership of a group renowned in the world of information systems and IT project management, our products are made according to the rules of the art in terms of compliance with good development practice, from taking responsibility for IT security standards from the product design stage right through to compliance management linked to personal data management.



We also rely on a **multi-disciplinary** team of researchers to offer successful products based on the technology provided by our patents. Thanks to the publications of our researchers, we can validate and demonstrate to the scientific community the high value and interest in choosing our technologies.

"At Enrêvar, we are doing everything we can to give new impetus to the world of culture, through our innovative solutions that enable everyone to learn to read and discover the cultures that surround us. Diversity and inclusion, which are true foundations for creativity, must be at the centre of what we do."

Romain Maurin  
Managing Director



## THE DNA OF OUR PRODUCTS:

Our products are designed by a team of researchers whose aim is to meet the new social and technological challenges that will make our solutions part of tomorrow's world. Their motto: putting new information technologies to work for people.

Composed of doctors of science and research engineers, the main areas of research are :

- **Artificial intelligence:** allows us to digitise our heritage and show it off to its best advantage without altering the scenography. Our technology does not use any QR codes or markers that would distort the works of art, buildings, landscapes, sporting events, etc. ....

- **Psychology:** proposing to study the acceptability of digital systems and the way in which they will be able to provide a response so that everyone can have access to them, whatever their difference (dealing with dyslexia, different vision and hearing pathologies, etc.).

- **Mixed reality:** offering to make solutions more attractive and easier to use for end users thanks to new virtual and augmented reality technologies.

Thanks to this research, we aim to democratise culture for a wider, uninformed audience by arousing their curiosity. The results have been submitted to an international conference [1].

Our products are designed to make discovery tours more fun, while inviting visitors to discover more about the works on display and what surrounds them in their everyday lives.

Enrêvar wants to be a player in inclusion for culture by taking into account differences and the accessibility of its products to all audiences (functionalities that make it possible to offer solutions to people with visual or hearing disabilities, dyslexia or language difficulties, etc.). Our research work in this area will enable us to offer sustainable, inclusive solutions for local communities and customers.

[1] Yoren Gaffary and Lisa Brelet, "Star Catcher: a Mobile App Using Augmented Reality and Gamification to Engage Users in Art Exhibitions", EuroXR 2023, Rotterdam, The Netherlands (submitted)

# PRODUCTS

## OUR PRODUCTS

**Art** is an AR (augmented reality) mobile application. Its aim is to teach people how to read a work of art using this new technology. The message of an artist or the history of a work/object can be retranscribed in a way that is fun and accessible to all audiences.

This solution, which can be used via a smartphone or tablet, does not require any changes to the set design.

It also allows you to manage the content you want to showcase independently, and to communicate with users about all your events and programming.

It can address a wide range **of issues and contexts**.



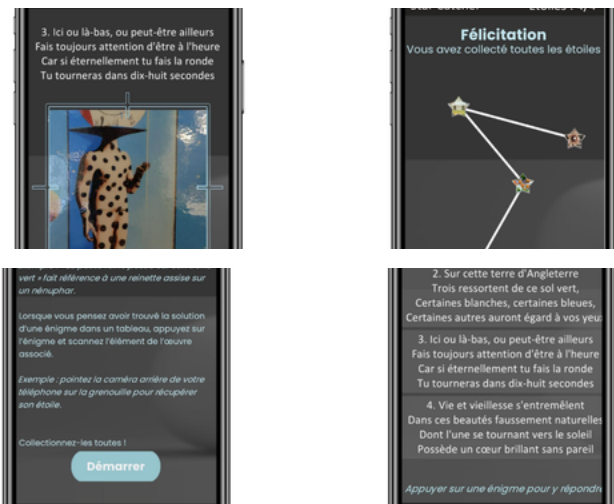
**StarCatcher** lets you interact with works of art, objects, monuments, etc. It's all about **solving puzzles**.

Using your phone, place the lens on the detail that answers the riddle (architectural detail, important element of a work of art, etc.).

**StarCatcher** allows users to analyse and interact in a fun way. The application stimulates users' thinking.

The **Star Catcher** solution is adaptable to all audiences and to the specific needs of customers. A simplified version can be offered for younger children or even school groups.

This application can be used in areas not covered by WiFi or the mobile network.



# TESTIMONIALS

**Mirar** is an augmented reality solution offering users an **immersive experience**.

This solution, in the form of street furniture, makes it possible to find yourself in any environment (in the heart of a stadium, a castle, etc.). The user's hand movements enable them to choose their setting and dress in the outfit of their choice, adapted to the context. Their choice will be visible on the screen via a "virtual mirror".

The artificial intelligence at the heart of this application will allow users to leave with a memorie photo that **can be downloaded** to their phone.



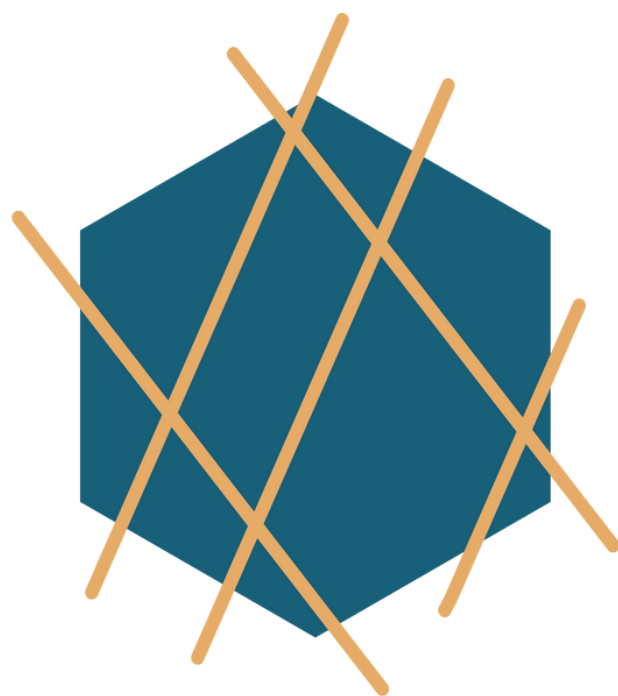
**Sport** has been an intrinsic part of our society for centuries. It transcends linguistic and geographical boundaries, uniting people through exciting competition and shared values. Iconic sporting events, such as the Olympic Games, embody the expression of our cultural identity and our aspiration to excellence.

Traditional sports, passed down from generation to generation, enrich our customs and heritage.

"J'ai eu l'occasion d'utiliser StarCatcher, si au début j'ai été un peu déroutée, très vite j'ai trouvé tout cela très amusant et j'ai été immédiatement captée. Je me suis rendue compte que la recherche d'une énigme pousse vraiment à détailler une œuvre par le regard. Ce passage d'une émotion globale face à l'œuvre à la recherche d'un détail demande une gymnastique intellectuelle intéressante, innovante et différente."

ISABELLE JOURDY, GÉRANTE.





enrêvar

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