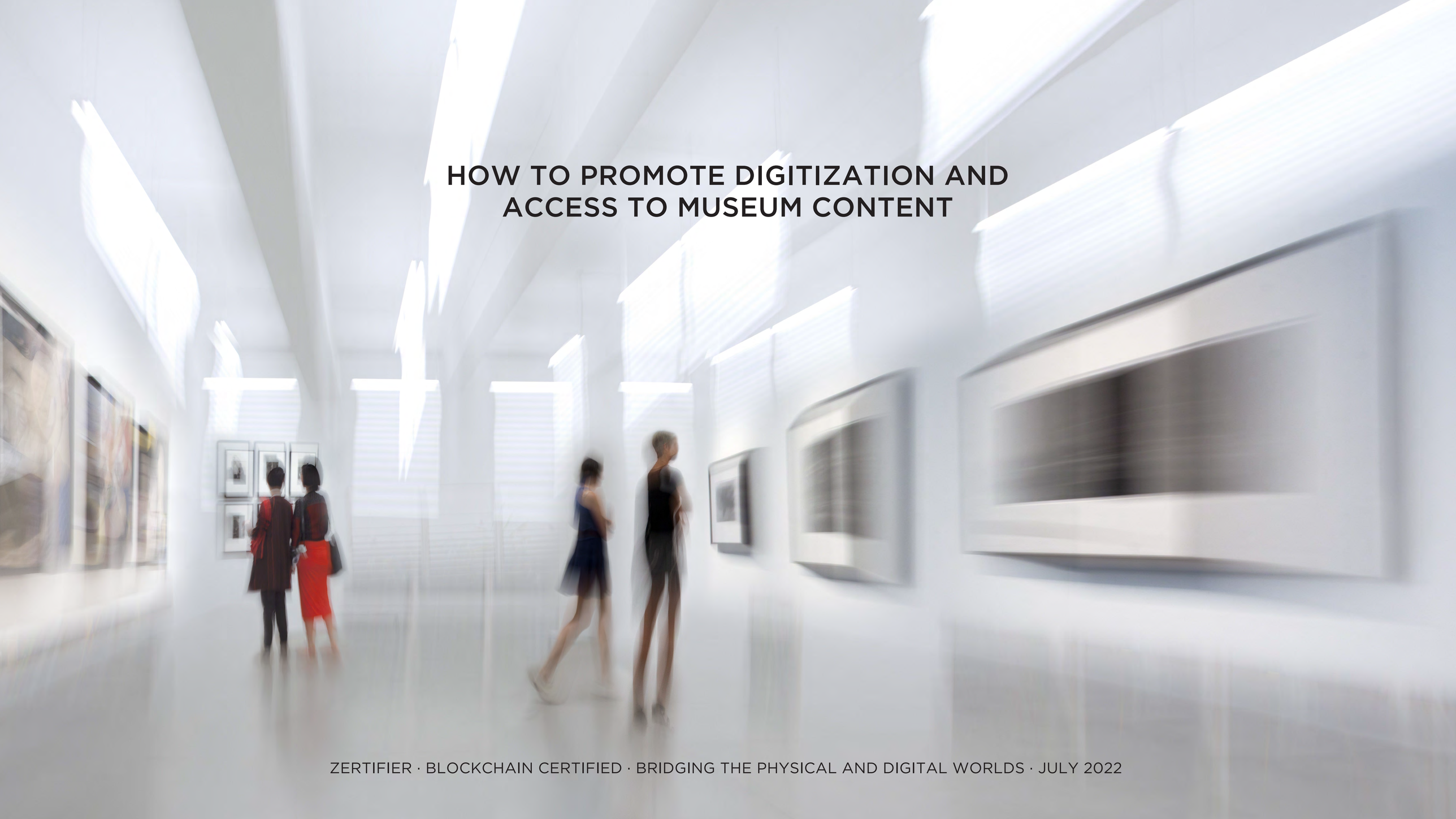
HOW TO PROMOTE DIGITIZATION AND ACCESS TO MUSEUM CONTENT



ZERTIFIER · BLOCKCHAIN CERTIFIED · BRIDGING THE PHYSICAL AND DIGITAL WORLDS · JULY 2022

Challenge

HOW TO IMPROVE DIGITIZATION, SHARING, CONSULTATION AND ACCESS TO COLLECTIONS BETWEEN MUSEUMS AND / OR WITH USERS?

Digitizing the heritage and having tools that allow it to be managed in an organized and shared way between the different museums is essential to facilitate the work of the staff working there and to generate joint actions, give more visibility to the heritage and develop new shared projects. Museums still have a lot of heritage to digitize. In addition, there is no tool that integrates museums and cultural heritage in an interoperable way between the facilities that preserve it and at the same time allows this content to be disseminated to the public.

THIS CHALLENGE OPENS UP THE FOLLOWING MAIN LINES OF WORK:

1. Digitize the physical cultural heritage.
2. Develop virtual and digital heritage museums.
3. Facilitate the indexing, integration and easy access to the documentary collections of each museum regardless of their format (image, text, sound, etc.), so that this information can be shared between museums.
4. Enable interoperable access to digitized heritage through a tool that allows sharing, consultation and collaboration between museums.
5. Allow the creation of collections of cultural heritage in digital format for private use, as well as for entities or for the museum facilities themselves.

Glossary

Blockchain	A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain. Each block in the chain contains a number of transactions, and every time a new transaction occurs on the blockchain, a record of that transaction is added to every participant's ledger. The decentralised database managed by multiple participants is known as Distributed Ledger Technology (DLT).
ETH Domain	Also known as Ethereum Domains, Ethereum Name Service (or "ENS" for short) brings human-readable names to the Ethereum ecosystem. Names in the Ethereum Name Service (ENS) look just like the familiar DNS addresses we use today, with ".eth" initially being the only top-level domain (TLD) available currently.
Smart Contract	A smart contract is a decentralized application that executes business logic in response to events. Smart contract execution can result in the exchange of money, delivery of services, unlocking of content protected by digital rights management or other types of data manipulation such as changing the name on a land title. Smart contracts can also be used to enforce privacy protection by, for example, facilitating the selective release of privacy-protected data to meet a specific request.
Web 3.0	Web3 is being touted as the future of the internet. The vision for this new, blockchain-based web includes cryptocurrencies, NFTs, DAOs, decentralized finance, and more. It offers a read/write/own version of the web, in which users have a financial stake in and more control over the web communities they belong to. Web 1.0 = read Web 2.0 = read/write Web 3.0 = read/write/own
QR Code	(Quick Response) A machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone.
NFC Tag	Near-field communication (NFC) is a set of communication protocols that enables communication between two electronic devices over a distance of 4 cm (11/2 in) or less.
NFT	Non-fungible tokens (NFTs) are cryptographic assets on a blockchain with unique identification codes and metadata that distinguish them from each other. Unlike cryptocurrencies, they cannot be traded or exchanged at equivalency. This differs from fungible tokens like cryptocurrencies, which are identical to each other and, therefore, can serve as a medium for commercial transactions. "Tokenizing" these real-world tangible assets makes buying, selling, and trading them more efficient while reducing the probability of fraud.
Digital Twin	A virtual model designed to accurately reflect a physical object.
Unique ID	Physical or digital objects connected with a singular identifier in the blockchain that allows us to have a unique web page with information regarding that object, such as image or video, unique features, creator and final owner.
Digital Wallet	Broadly speaking, a blockchain wallet is a digital wallet that allows users to store, manage, and trade their cryptocurrencies.
WYSIWYG	What You See Is What You Get

CONVENTIONAL MUSEUMS

Separate analog offline entities

WYSIWYG (What You See Is What You Get) exhibits

Actual exhibitions · Web · Museum store (physical and virtual)
Publications · Membership programs

MUSEUMS OF THE FUTURE

Interconnected digital online entities

ECEE
(Enhanced Content Exhibit Experience)

ETH domain · All inventory equiped with NFC tags and/or QR codes
Certification of NFC tags with museum ETH identity · Museum store connected with NFT marketplace
Digital Twins · Unique ID marketing implementation · Zerti Pass ticketing platform
Blockchain based membership programs · Digital Wallets

1. Digitize the physical cultural heritage.

2D & 3D scanning + Photo, Video and Audio recording + Database creation
(Done by museums)

Publishing content online and making it available for exchange with other cultural entities through a secure decentralized platform

2A. Develop virtual and digital heritage museums.

Domain Museum.ETH · Blockchain identity that connects digital wallet with a name

The Ethereum Name Service is a blockchain-backed alternative to the internet's traditional Domain Name System. If you own a .eth domain, you can deploy smart contracts that are essential for any blockchain transaction.

2B. Develop virtual and digital heritage museums.

NFT creation of all art pieces

Implementation of NFT (non-fungible token) smart contracts
and its interoperability with Web3 services

2C. Develop virtual and digital heritage museums.

Marketplace integration

Integration of NFTs on platforms like Opensea.io
or NFT.Coinbase.com

3A. Facilitate the indexing, integration and easy access to the documentary collections of each museum regardless of their format (image, text, sound, etc.), so that this information can be shared between museums.

NFC tamper proof tags

NFC (Near Field Communication) tags
Creation of a dynamic interaction with a single scan

3B. Facilitate the indexing, integration and easy access to the documentary collections of each museum regardless of their format (image, text, sound, etc.), so that this information can be shared between museums.

NFC certification & connection with museum.eth: ZertiNFT, NFC+NFT

Connection of NFC (Near Field Communication) tags with the authenticated digital identity for each museum (blockchain based proofs of ownership)

3C. Facilitate the indexing, integration and easy access to the documentary collections of each museum regardless of their format (image, text, sound, etc.), so that this information can be shared between museums.

NFT BULK

ZertiBULK: Automation

Speeding up the process of NFT creation by batch processing
Up to 20 times faster than the individual NFT creation process

4A. Enable interoperable access to digitized heritage through a tool that allows sharing, consultation and collaboration between museums.

Unique ID: One unique HTML document for every piece or art/NFT

Interactive content container and the ultimate marketing vehicle (triggered either by scanning the NFC tags or QR codes): A disruptive solution that identifies each product with a Unique ID, achieving unprecedented levels of traceability based on blockchain platform

4B. Enable interoperable access to digitized heritage through a tool that allows sharing, consultation and collaboration between museums.

DIGITAL TICKETS

ZertiPass

Blockchain based solution for digital ticketing:
Creates communities and direct customer engaging by offering incentives to its members through the ongoing compelling initiatives

5A. Allow the creation of collections of cultural heritage in digital format for private use, as well as for entities or for the museum facilities themselves.

NFT COLLECTIONS

NFT collections signed by museum.eth available on digital marketplace (Opensea,...)

Making collecting NFTs easy.
Allows users to buy, share and sell digital art collections
Creates communities with shared art interests

5B. Allow the creation of collections of cultural heritage in digital format for private use, as well as for entities or for the museum facilities themselves.

Merchandising: Sales of limited digital twin series (NFC+NFT)

Digital twins concept:
Creating digital copies of physical art items and introducing them into digital marketplaces
Recurring revenue based on future perpetual sales

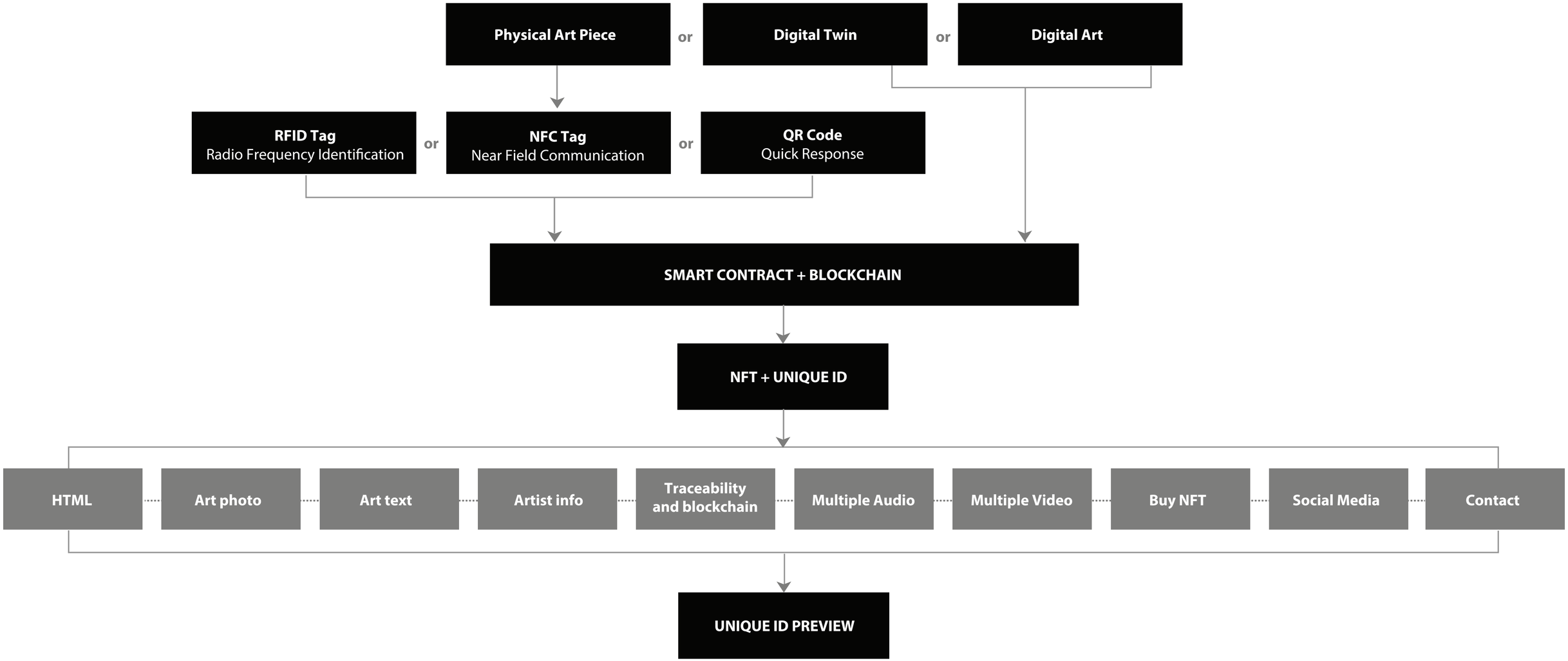
5C. Allow the creation of collections of cultural heritage in digital format for private use, as well as for entities or for the museum facilities themselves.

WALLETS

Digital Wallets

Providing community members with their digital identity through a simple and efficient proces

Zertifier Blockchain Traceability Process: Art Piece · Tag · Blockchain · NFT · Unique ID



MOCA

Museum Of Contemporary Art

MOCA

Museum Of Contemporary Art

Mondrian Collection

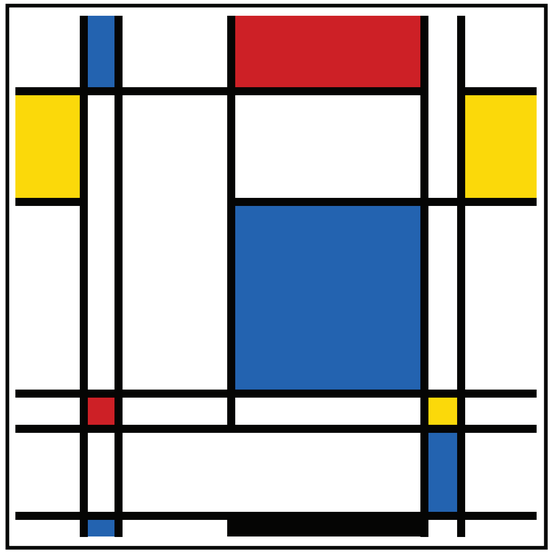


Figure 49

MOCA

Museum Of Contemporary Art

Mondrian Collection

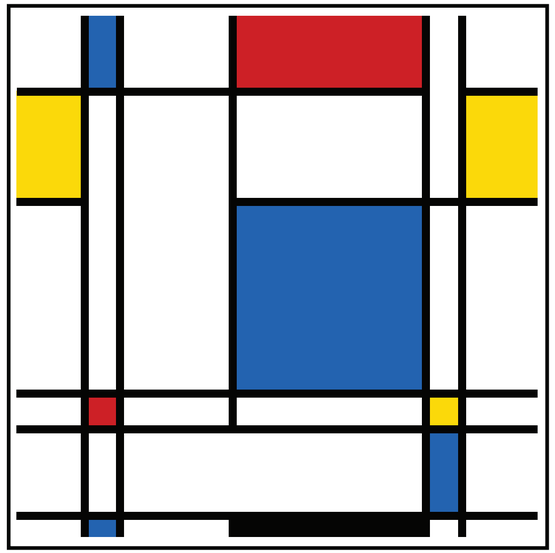


Exhibit
326

Figure 49

MOCA

Museum Of Contemporary Art

Mondrian Collection

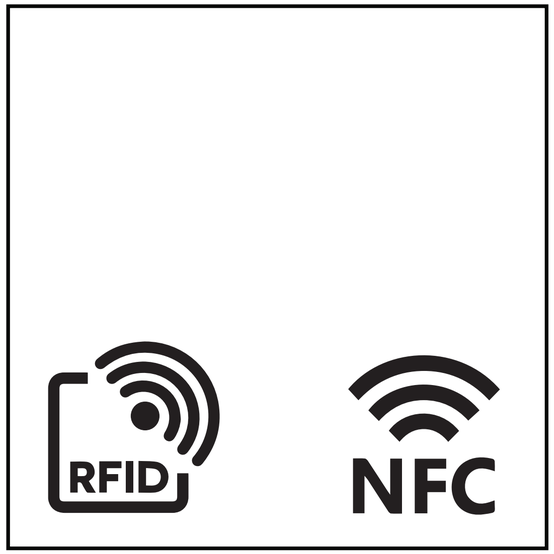


Figure 49 back

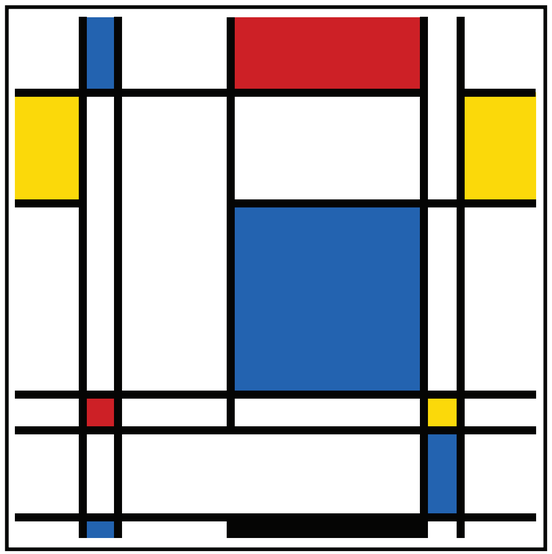
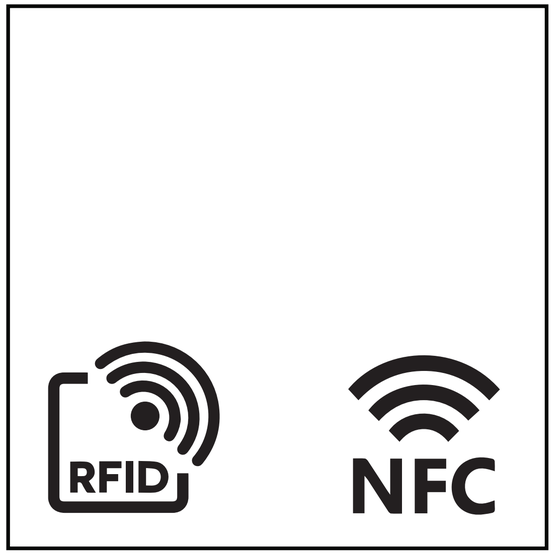


Figure 49

MOCA

Museum Of Contemporary Art

Mondrian Collection



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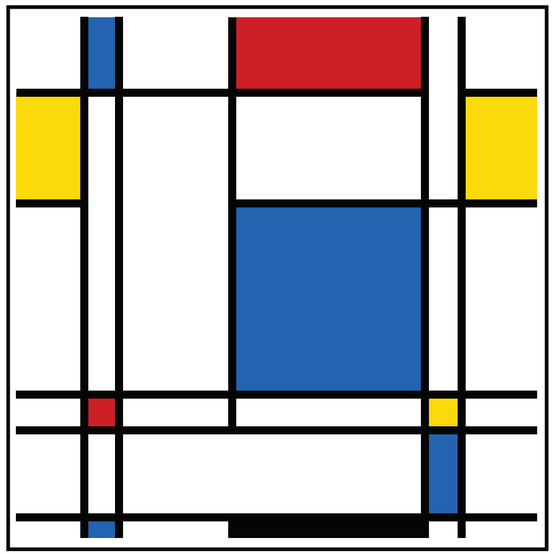

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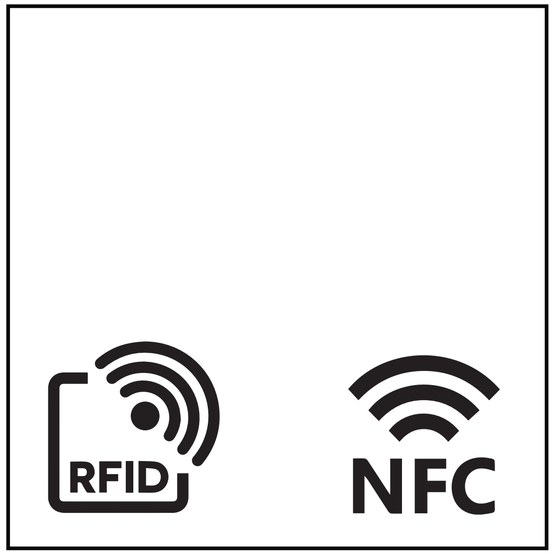

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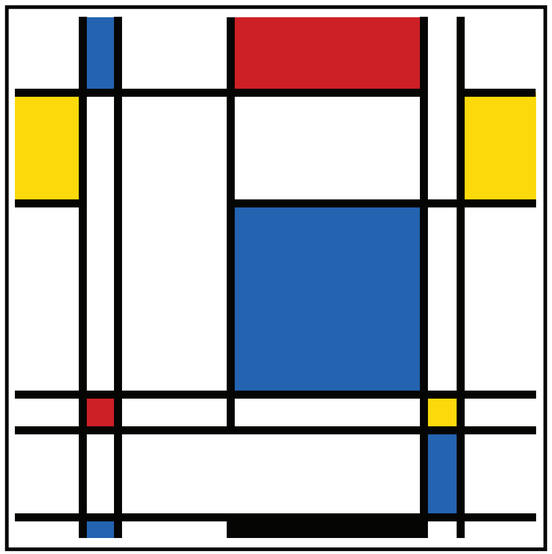

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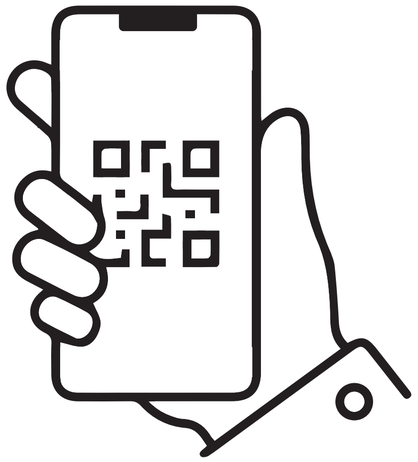

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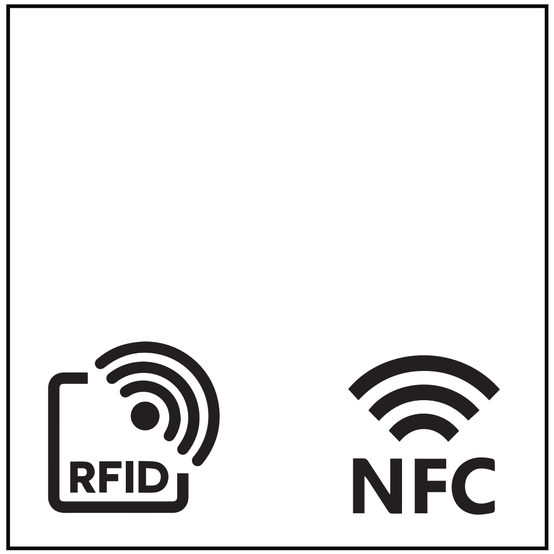

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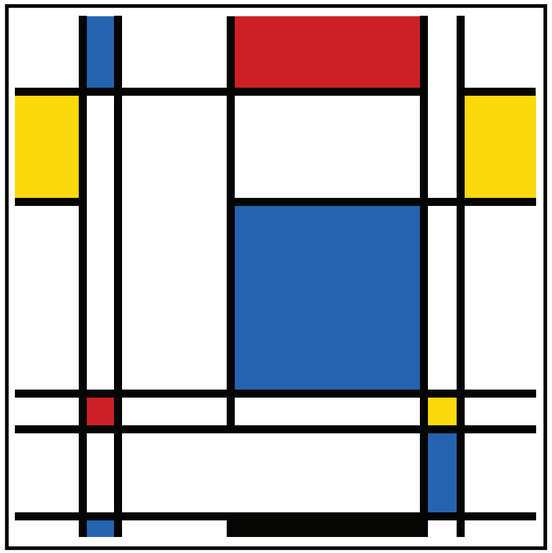

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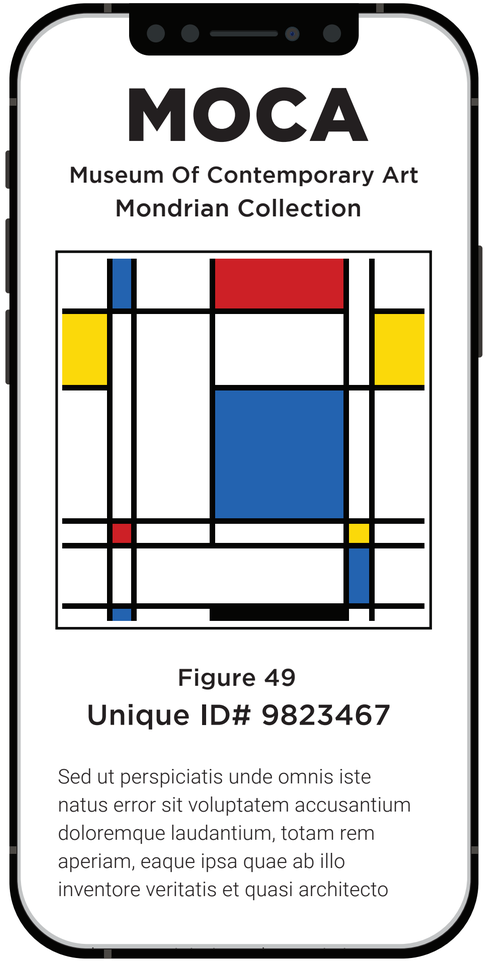

Unique ID

MOCA

Museum Of Contemporary Art
Mondrian Collection

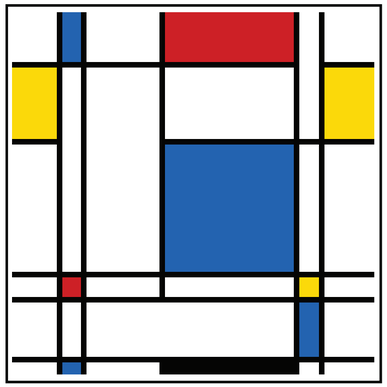

Figure 49

Unique ID# 9823467

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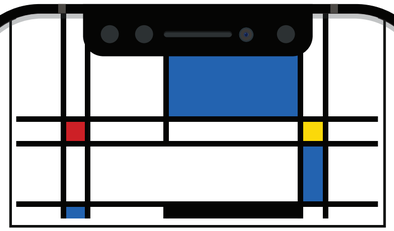

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Unique ID# 9823467

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Mondrian's work

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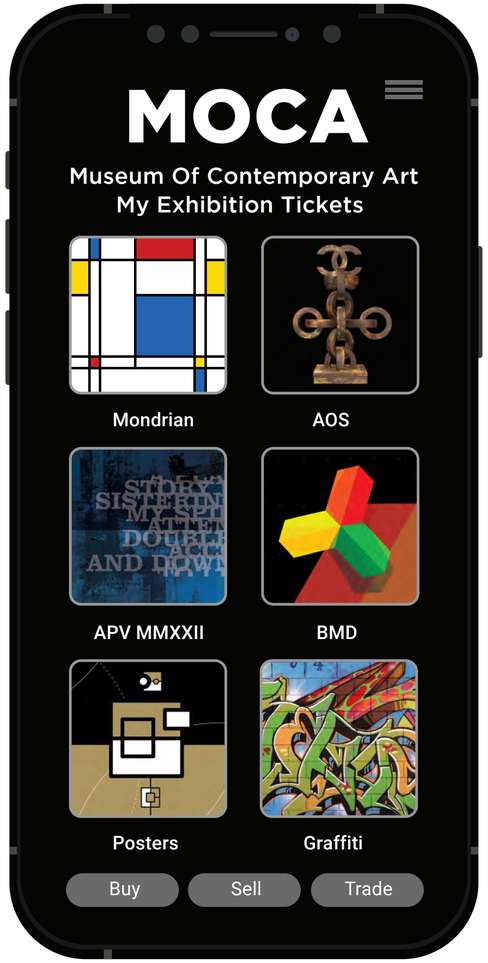
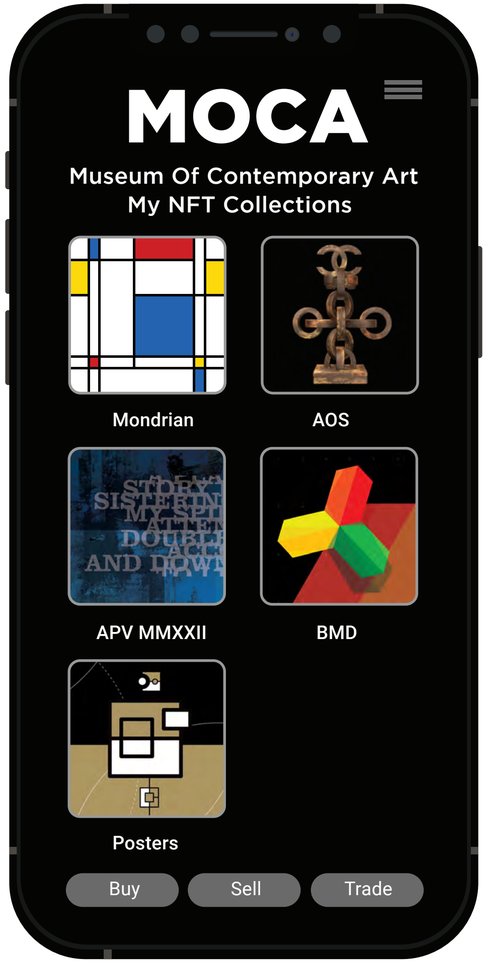
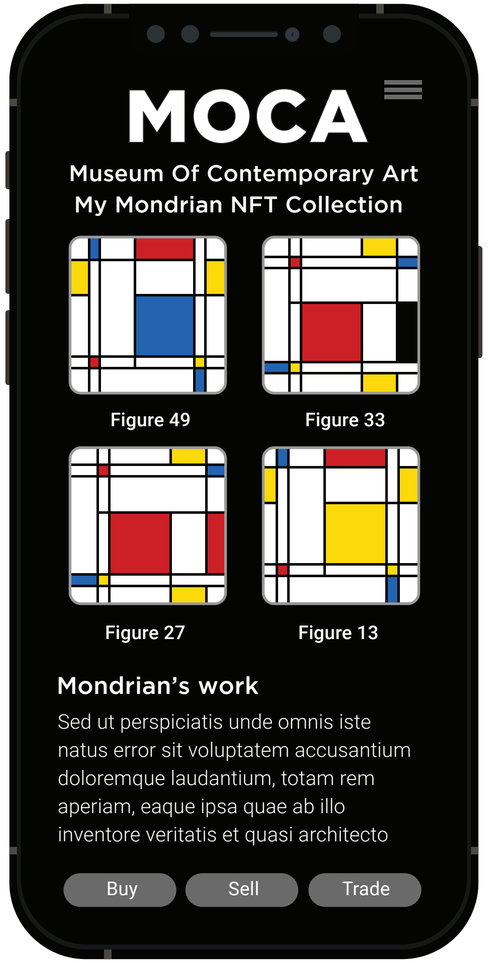
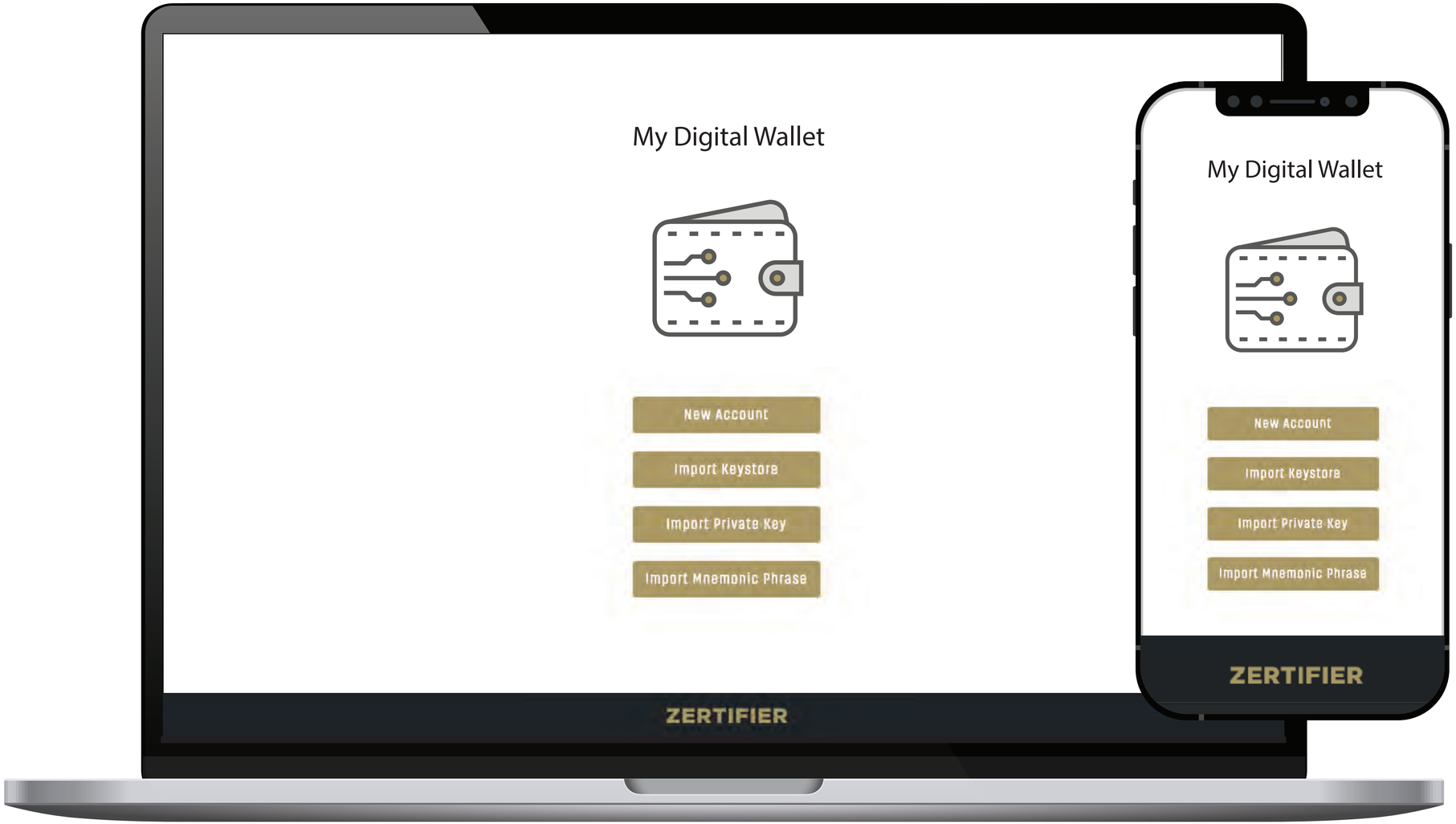
My MOCA NFT Collections (Original & Digital Twin)



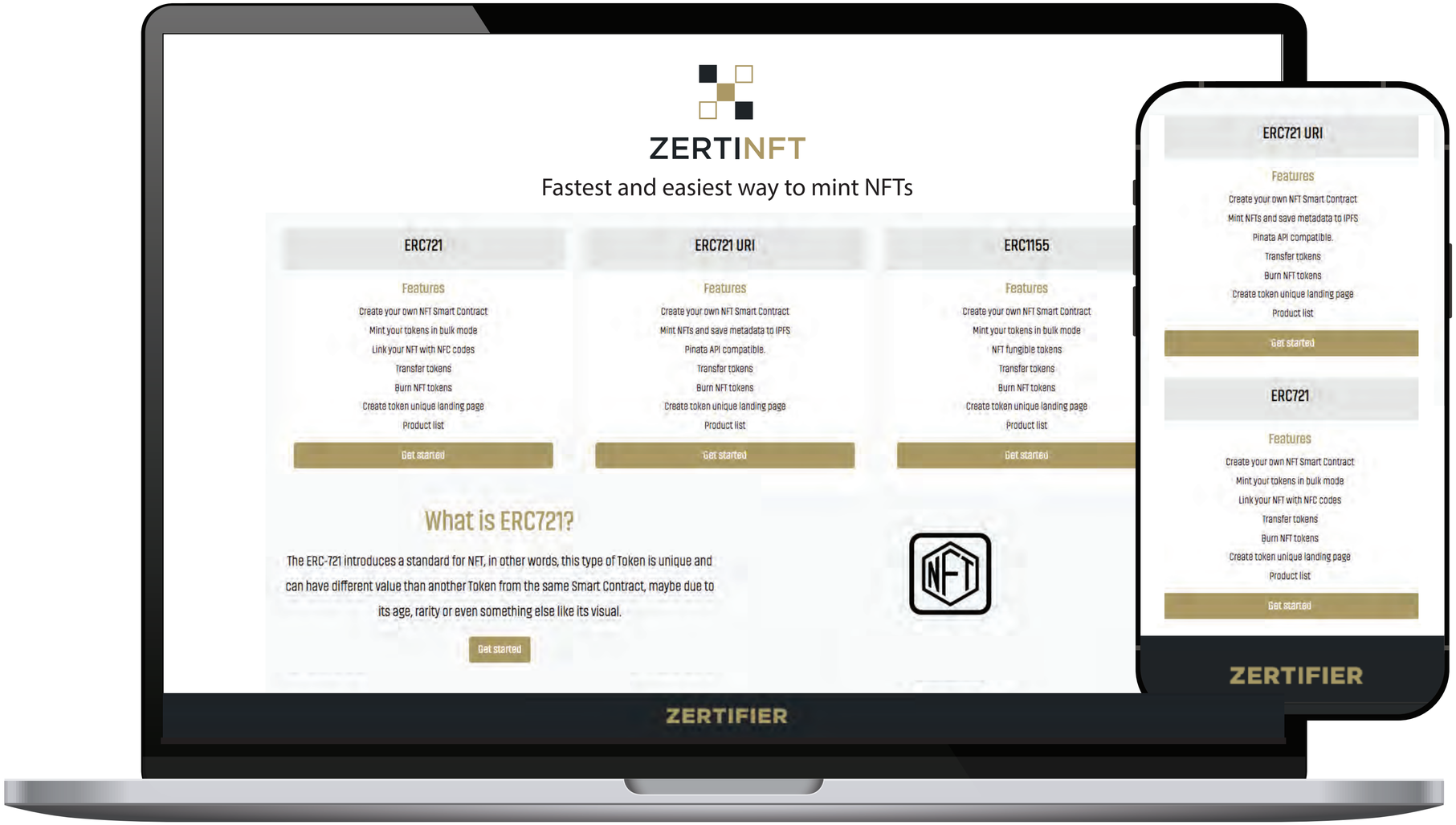




Digital Wallets Creation



NFT Minting


ZERTINFT
Fastest and easiest way to mint NFTs
ERC721
Features
Create your own NFT Smart Contract
Mint your tokens in bulk mode
Link your NFT with NFC codes
Transfer tokens
Burn NFT tokens
Create token unique landing page
Product list
Get started
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What is ERC721?
The ERC-721 introduces a standard for NFT, in other words, this type of Token is unique and can have different value than another Token from the same Smart Contract, maybe due to its age, rarity or even something else like its visual.
Get started
NFT
ZERTIFIER
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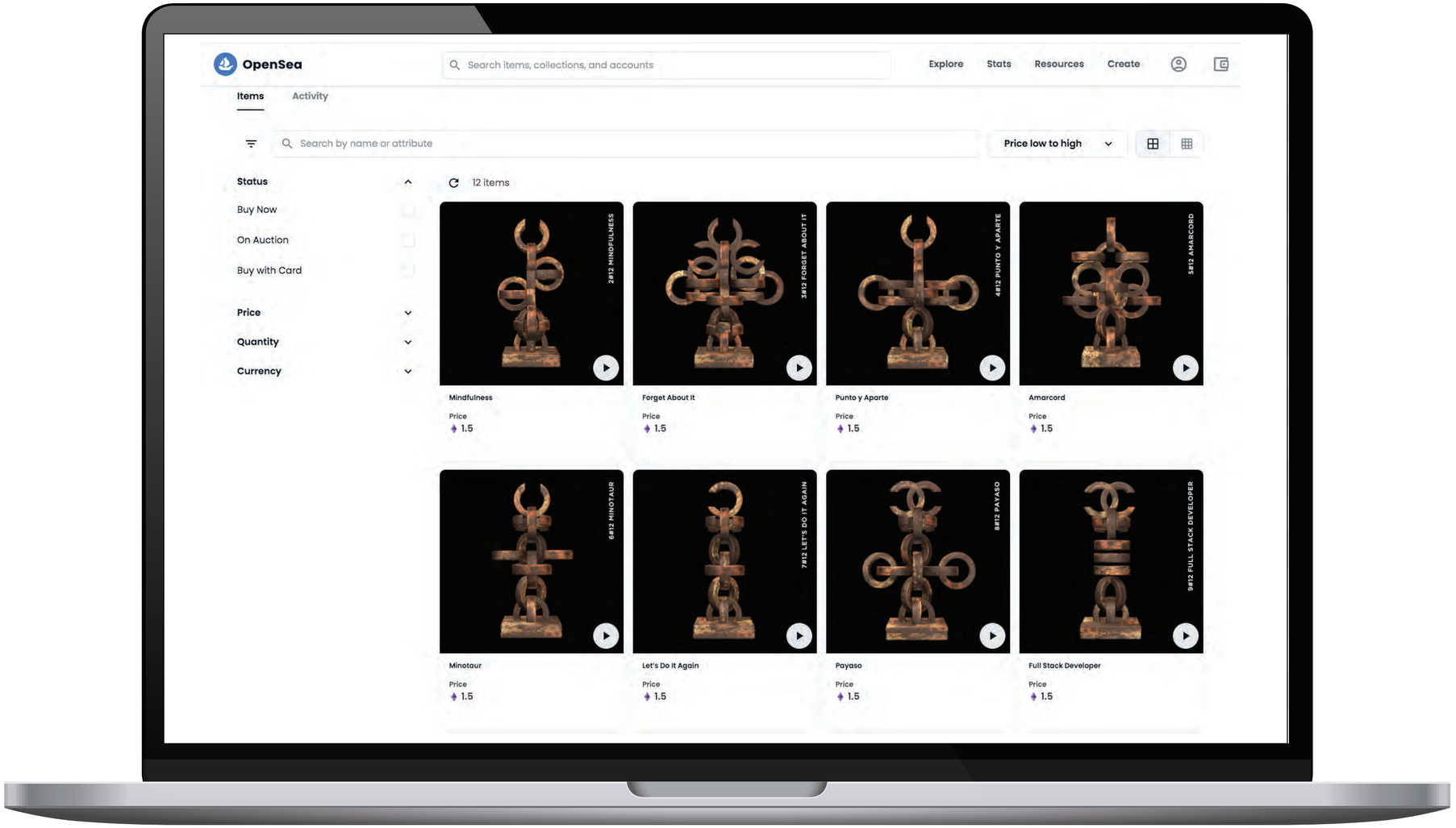
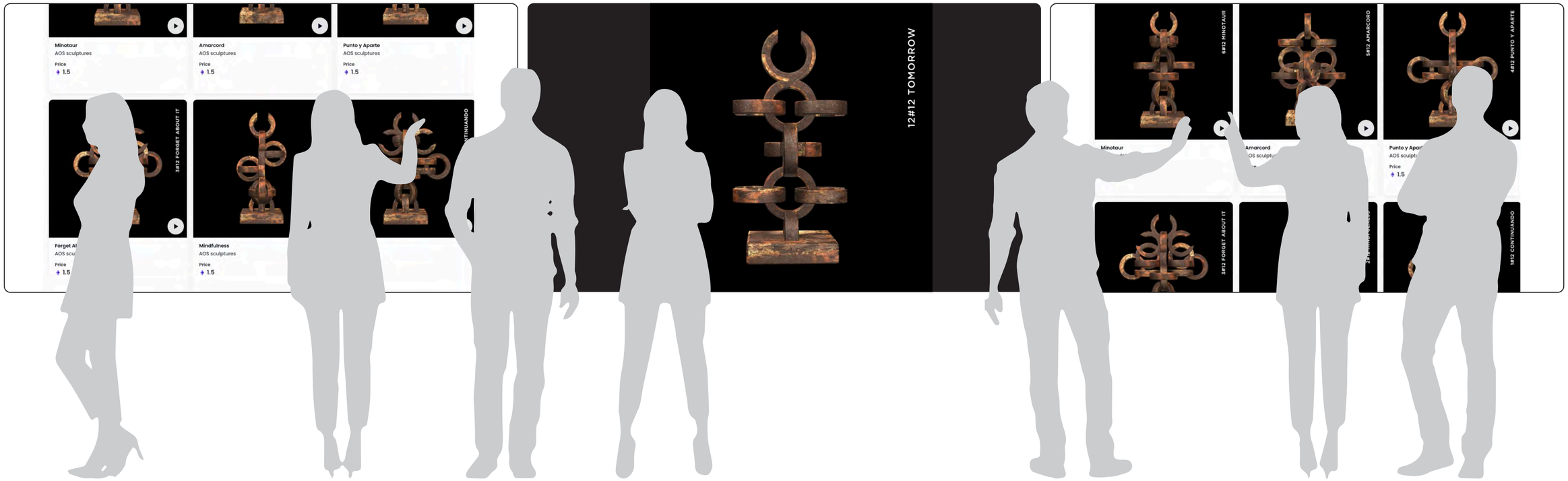
Get started
ZERTIFIER

OpenSea Integration



NFT Interactive Displays



Deliverables

Publishing content online and making it available for exchange with other cultural entities through a secure decentralized platform

- **Domain Museum.ETH (Registration)**
- **NFT + Bulk (Creation)**
- **OpenSea (Integration)**
- **NFC + QR (Interaction)**
- **NFC + ETH (Certification)**
- **Unique ID (Creation)**
- **Digital Tickets (Interaction)**
- **NFT Collections (Creation)**
- **Digital Twins (Creation)**
- **Digital Wallets (Creation)**

ZERTIFIER®

BLOCKCHAIN CERTIFIED

TRACEABILITY

PRODUCT TRAJECTORY
TRANSPARENCY

ORIGINS

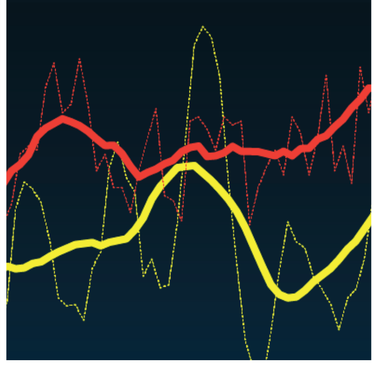
INTELECTUAL PROPERTY
PROTECTION

LEGAL DOCS

SMART CONTRACTS
VERIFICATION

TEMPERATURE

DATA LOGGING
APPLICATIONS



Z TRANSFER

SECURE DATA
TRANSFER

NFT

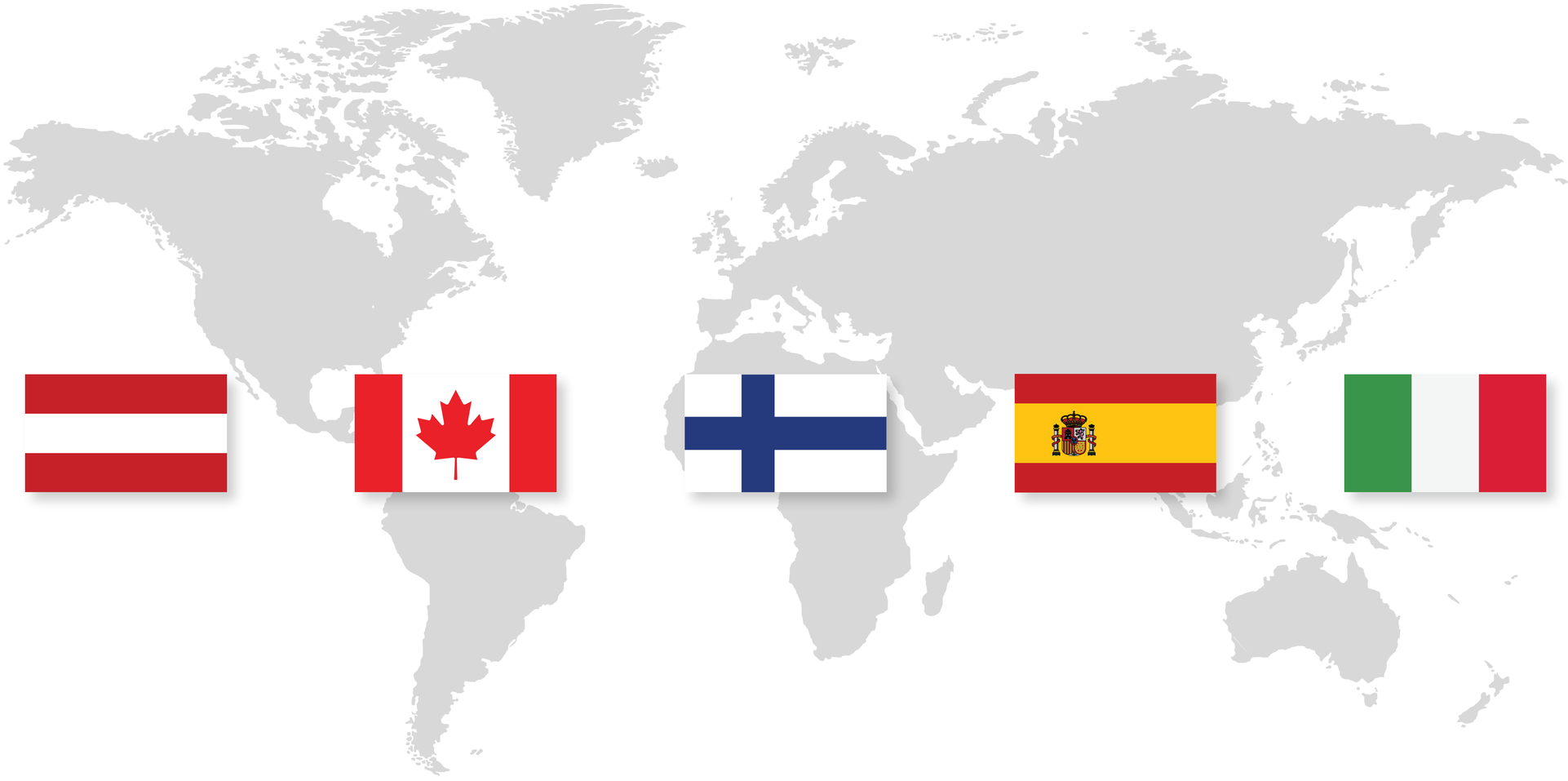
NON FUNGIBLE TOKEN
DIGITAL MARKETPLACE

ZERTICARBON

CARBON SINK
SOLUTIONS

WE TRACE, PROTECT AND AUTHENTICATE BOTH PHYSICAL PRODUCTS AND PROCESSES
IN A HIGHLY SECURE ONLINE ENVIRONMENT

OUR MARKETS



80% of our client portfolio is international

INITIAL FINANCING

The entire development of the company has been based on our own resources.

ADDITIONAL GRANT FINANCING IN 2022

Investigo: 268k€

Financiado por la Unión Europea NextGenerationEU

Plan de Recuperación, Transformación y Resiliencia

SEPE

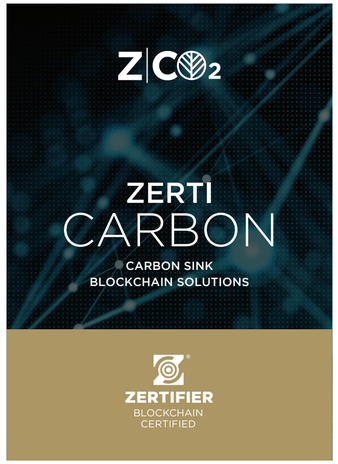
SOC: 16k€

SOC Servei d'Ocupació de Catalunya

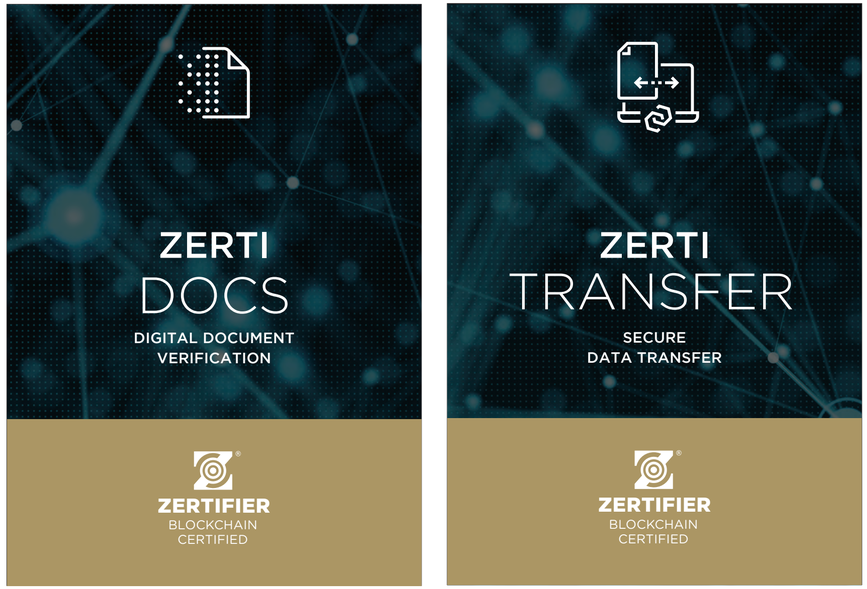
Unión Europea

Generalitat de Catalunya

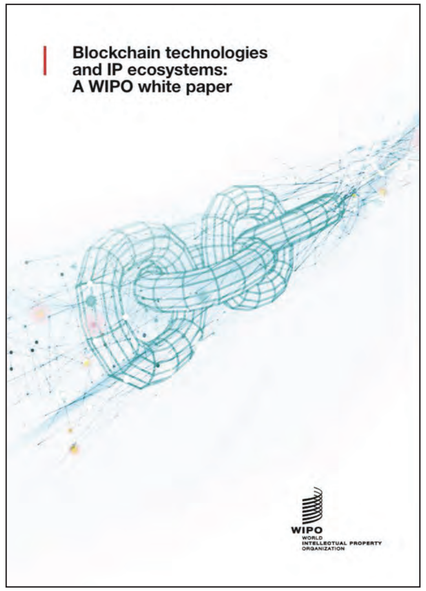
OUR SOLUTIONS



INTERNATIONAL RECOGNITION



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION



ZertiDocs & Hash4Life (Zerti Transfer) have been recognized by WIPO as solutions which may have relevant applications for protecting confidential data.

Blockchain technologies and IP ecosystems: A WIPO white paper

WHO WE ARE

Paco Conde
Business President
C0-Founder

Civil Eng, MSc, MBA. Over 32 years of experience in consultancy services, project management, venture building and tech-Scouting.

Joan Jou
CEO & Business VP
C0-Founder

Over 30 years of experience. Enterprise Internet connections and Blockchain Business Solutions. Operation management.

Josep Jou
Technology Development VP
C0-Founder

Informatics, BSc. Over 30 years of experience IT development. C++ experienced programmer. Blockchain, DLT amd smartcontract expert.

Victor Seriñana
C0-Founder

General Management executive with a solid international background, with more than 20 years of experience performing at high level in Management.

Dragan Nikodijevic
Creative and Marketing VP
C0-Founder

Over 30 years of experience. Content creation, design process and marketing expertise.

Thank You For Your Time