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Centrica

A new experience with art

Having combined professional skills with certified know-how and proprietary technology along with creativity and on-location experience **Centrica** has the competence to **enhance cultural heritage through digital technologies**.

Centrica is a pioneer of high-res digitization and has digitized more than one thousand works of art in the **Uffizi Galleries in Florence**, with GigaPixel resolution. Beginning in **1999** Centrica has been able to offer the best solutions to **valorise every representation of art** whenever a **complex handling of visual elements** is required.

From the receipt of **Il Sole 24 Ore Enterprise and Culture Prize**, to **European IST Prizes**, to the selection by the **Ministry of Innovation** for **Shanghai EXPO** and by the **Minister of Cultural Heritage** for **Renaissance Exhibition in Beijing**, Centrica has demonstrated to the world to be an **innovator** in the relationship between **culture and technology**. The **Uffizi Virtuale** multimedia exhibition in the **Shanghai National Museum** during the year **2010** included **Uffizi Touch**, now a **Cloud** app, based on the **Centrica Educational Platform**. At the time these were the first products which met the new needs of an international audience.

In 2015 Centrica founded the innovative startup spinoff **Virtually** (www.virtually.com). Its objective is to enhance the value of **Italian culture and creativity** through **immersive & interactive digital exhibitions**.

Centrica, employing its catalog of cutting edge technical products, is providing innovative solutions for **education, tourism and entertainment**, and is able to engage visitors as never before. **Uffizi Virtual Experience** in **Milan** (2016), **Renaissance Experience: Florence and Uffizi** in **Leipzig** and **Shenzhen** (2018) are the first examples of this new **edutainment format** taking the visiting experience to a level not previously experienced.

For more information please visit www.centrica.it