

Asunto:

RV: 3rd iHERITAGE Newsletter ---- special edition on innovative products

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Innovative products developed under the iHERITAGE project

Thanks to the work realized by partners, developers, and companies in the [iHERITAGE project](#) of the ENI CBC MED programme, many innovative products and services have been developed.

These products are the result of the Research Agreements carried out by partners with the selected companies during the implementation of the project. In addition, we have also to refer to the products developed recently by the awarded spin-offs in the framework of the iHERITAGE project.

In the end, we are talking about a wide variety of products related to different categories that reveal the huge impact that AR/VR/MR area called to have in the sector of cultural heritage.





Let's see some of these astonishing products!

Instagram filters



Experiencing cultural heritage through 8 new unique immersive Instagram filters:
From Flamenco to Sicilian Lemon

Prepare to embark on a captivating journey through the rich tapestry of cultural heritage from Spain, Italy, Portugal, Jordan, Egypt, and Lebanon, all within the realm of Instagram!

-  [Spain Filter](#) - **Flamenco**
-  [Italy Filter](#) - **Sicilian Lemon**
-  [Portugal Filter](#) - **Maïos Doll**
-  [Jordan Filter](#) - **Traditional Pottery**



- [Egypt Filter](#) - Tahteeb
- [Lebanon Filter](#) - Bawahir Weather Predicting Method
- [Mediterranean Dishes Shuffler](#): Struggling to decide what to eat today?
- [iHERITAGE Static Frame](#): for events and cultural celebrations.



Holographic exhibitions & holograms

Among the products developed by the iHERITAGE project – ICT Mediterranean platform for UNESCO cultural heritage, it is necessary to make reference to some astonishing immersive exhibitions, 3D products, and holograms.

Let's see some of them:

1. [The Palermo Norman Treasure Holographic Exhibition](#): Holographic projections, 3D reconstructions, and virtual tour (Italy).

[The exhibition was presented in the context of the Biennale of Venice \(Italy\)](#) and at present, it is [ongoing in Palermo \(Italy\) until the 14th of October](#) offering visitors an immersive experience through holographic boxes and VR Oculus viewers.

See more:

- [Arab-Norman in Palermo](#)
- [Holograms of artworks](#)
- [Holograms of buildings](#)

2. The immersive virtual exhibition "[Gardens, Heritage and Dreams](#)" at the Corral del Carbón in Granada, Spain.

A wonderful experience recreating the beauty of the Andalusian gardens and the evolution of the Generalife, the summer residence of the Nasrid Sultans, and the Alhambra.

The exhibition shows [virtual archaeological reconstructions](#) and [holograms of the gardens of the Alhambra and the Albayzin district](#), as well as plants, works of art, photographs, and museum objects.

3. Immersive Petra holograms (Jordan)

Experience the wonderful city of Petra like never before:

- [Interactive and fun 3D experience](#) through an immersive brochure
- [See amazing holograms of Petra](#) (many holograms for pyramids, holographic fans, and holographic boxes)



Augmented reality

Within the category of virtual augmented reality (AR) products, iHERITAGE project has been a virtual laboratory for developing impressive products on many different topics, from the Mediterranean diet to the reality of Petra.

1. To [showcase the Mediterranean Diet](#) using augmented reality, download and use our **Mediterranean Diet Mobile App**:
 - [IOS](#)
 - [Android](#)
2. See and experience [the monuments of Petra through augmented reality](#) across your mobile device + tablet.

In addition, the iHERITAGE project thanks to its role of mobilizing young developers and fostering the creation of new spin-offs through sub-grants in several countries has achieved some amazing products.

Let's see some of the products developed by newly created Lebanese spin-offs:

- [ARound Lebanon](#): Explore an interactive gamified AR app about Lebanon's cultural heritage.
- [Echoes of history](#): Dive into history using this AR and cultural app
- [Tourific](#): Check this app created as a marketplace for self-guided audio and AR tours.



Virtual visits and Archeo Cinema

The importance of virtual reality and new technologies are key at the time of promoting UNESCO's heritage and promoting sustainable tourism.

Discover virtual products developed by the iHERITAGE project to facilitate your visit and tell you more about celebrities who visited that place. Let's see the example of Petra (Jordan):

- **Virtual visits:** [Explore and visit Petra through your phone or tablet](#)
- **Archeo Cinema:** [Discover who visited Petra](#)



iART Byblos Tales from the sky 3D mapping performance at Byblos (Lebanon 2023)

iART Festivals

iART Festivals are one of the key activities foreseen in the framework of the iHERITAGE project to highlight some of the most amazing UNESCO's universal cultural heritage of the Mediterranean region.

With this aim, the **iHeritage project co-funded by the ENI CBC MED programme**, in collaboration with **Byblos Municipality** and the **Chamber of Commerce Industry and Agriculture of Beirut and Mount Lebanon**, organized a stunning iART Festival in the ancient Byblos port.

See and enjoy a wonderful iART show inspired by the theme of the "*Sky as an Intangible Cultural Space of Mediterranean People*" through the space and the time of the city of Byblos.

Sincerely,

The iHERITAGE Project team

