



SHORT CV Nitin Dhemre

Thematic Area: TA4



Key areas of Expertise in Digital Heritage:

Content creation for augmented reality

Nitin Dhemre has varied experiences in content, communication and marketing across various sectors like broadcast media, FMCG, high tech, automotive, banking, etc across Asia and Europe. He has worked on all facets of the content business, including content sourcing, production and distribution. He currently leads the content development for ARditive, a Paris based startup that creates augmented reality experiences using storytelling in the service of communication and transmission of information.



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