

## SHORT CV Andre Selton



Thematic Area: 2

Key areas of Expertise in Digital Heritage:

- Augmented Reality Marketing at the Plattar - AR Product
- Experience Platform, Wantirna, Victoria, Australia

Plattar is a cloud based augmented reality (AR) app builder and content management system for experiences of all shapes and sizes. They can also embed AR into existing apps and display content pulled from API's.

Plattar leverages rapidly evolving Augmented Reality (ARKit + ARCore) & XR tech combining with consumer hardware and browser evolution to act as a new enabler for customers to experience products in 3D and/or in context without the product being physically present. These and other emerging technologies provide the capabilities to engage throughout the product life cycle - an ongoing way to tie together adoption, use and loyalty through virtual education, support and upsell of complementary products.



ViMM has received funding from the European Union's Horizon 2020 Programme as Coordination and Support Action, under GA n° 727107