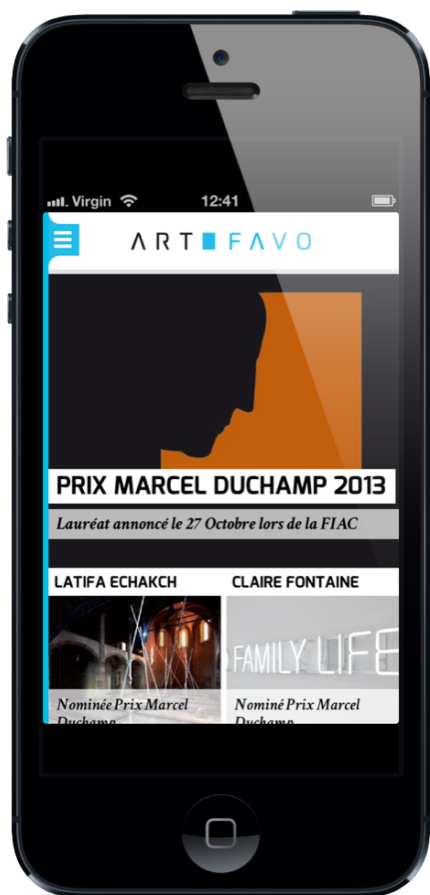


ART ■ FAVO

Bringing contemporary art to mobile art lovers and collectors.

Product benefits for galleries

Beautiful presentation of artworks on mobile and tablets
An innovative and untapped channel to promote the works of your artists
A demultiplicating effect with Facebook and Twitter
Access to young, new, international art collectors
Rapid return on investment, at a moderate cost



ArtFavo provides mobile access to contemporary art for collectors and lovers. Taking advantage of new technologies and a superb user interface, the application brings amateurs must-have, timely, information and media in their quest of new art.

Adapted to new usage patterns

With the advent of social networks, fast 3G and 4G data networks, and high-quality screen tablets and phones, art lovers are increasing ready at using mobile devices for their passion. ArtFavo is specifically designed to take advantage of these technologies, and to provide adapted user experience, social and mobile functionalities, much better than web sites and bulk emails.

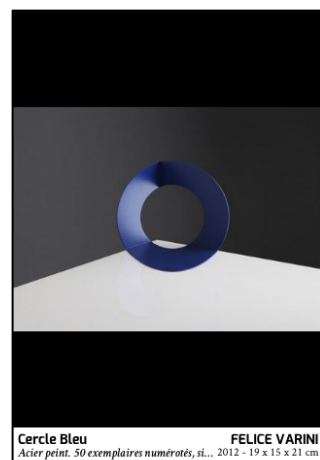
Native support for social networks

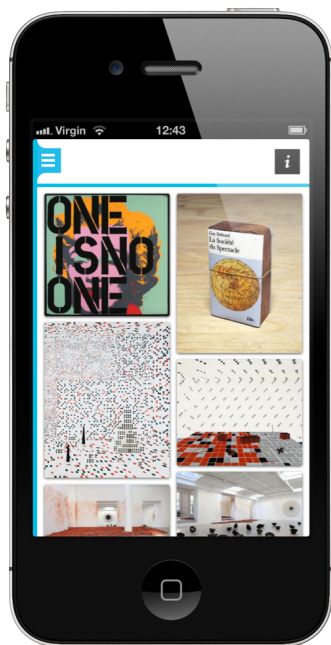
Discovering, selecting, sharing: ArtFavo provides original functionalities to better access, understand and follow artist and gallery news. Communicating and exchanging with other art collectors, as well as other actors of the art world, becomes easy. Numerous resources available on mobile, such as YouTube, Twitter or Facebook pages, are one click away.

A new tool for artist promotion

For galleries, ArtFavo is a new and original marketing channel: artists' work can be exposed and promoted, independently of shows or exhibits, or in coordination with them.

The user's experience is richer and less intrusive than email: new artworks can be viewed and enjoyed according to the user's taste and preferences, at the moment of his choice, yet constantly available on his mobile.





Information under control

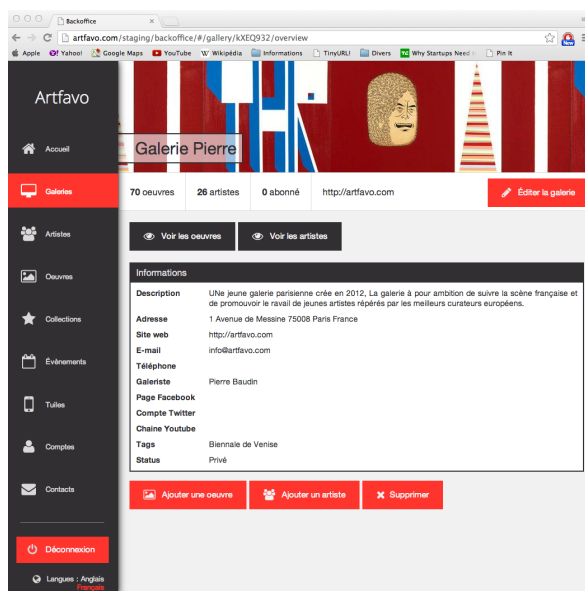
Participating gallerists have complete control of the information they expose. They can make it evolve whenever they need.

Promoting a show, bringing in a curator or journalist, giving access to specific or new works, outside of show: the possibilities are endless. Collectors can put in place agents and favorites can receive the information in real time, without heavy usage of email. They see the promoted works, with information in English and French, and can follow up if they wish to. All information can be easily added, modified, verified, by the gallerist.

Easily accessible back-office

Gallery staff have limited resources, and often under high pressure.

Using the back-end application in the cloud is easy: the staff can update gallery information in real time, 24/7, even from a tablet. You can easily adapt the content to the need, in a few mouse clicks, from anywhere in the world, without depending on anyone.



Rapid return on investment

Contrary to art fairs and exhibits, investing in ArtFavo requires no logistical costs. The cost of a mobile presence is much lower than developing a proprietary application, and benefits from a networking effect, which guarantees a wide audience that can only increase of time, as the number of participating galleries increases.

A range of possible also allow you to adapt your investment to your need as a gallerist, and guaranty your artists and their works a worldwide audience of art lovers and buyers.

About ArtFavo

Started in summer 2012 in France by art and technology addicts, ArtFavo's ambi1on is to create the reference mobile tool for collectors worldwide.

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