

FineArt Display System



The FineArt Display System represents a remarkable avenue through which a gallery can present artwork to their customers for potential acquisition. This innovative system curates a dynamic slideshow of artistic creations, with the images being changed periodically to keep your customer interested and aesthetically delighted. Instead of having a big black box hanging on the wall of your customer's living room our FineArt Display System uses your customer's Apple TV to display art.

The FineArt Display System is designed as a Apple TV application. Your custom version of the app would be free to download from the App Store and is automatically installed on your customer's Apple TV system. Your customized app comes with an exclusive, private URL housing the meticulously curated image collection. The application retrieves your images and associated data and presents timed slideshow on your customer's Apple TV. It's a virtual visit to your gallery

Initial set up involves designing and implementing the custom look of the app. Apple requires certain assets be present in the app when upload to the App Store. These assets include the app icons and the top shelf images. These are used in the Apple TV menu.

Set up Fee: \$_____

We recommend a minimum of 10 and maximum of 20 fine art images to be included in your custom app. This images should be periodically changed in order to present new work and new artists to your customers.

Image and data upload Fee: \$_____

The **FineArt Display System** serves as a potent marketing tool for an art gallery for several compelling reasons:

Immersive Visual Showcase: This system transforms the gallery's curated artwork into a captivating visual display. By presenting artwork in a dynamic slideshow on customers' Apple TVs, it creates an immersive experience that can stimulate interest and engage viewers.

Extended Reach: With the app available for download on the App Store, the gallery can extend its reach beyond the physical confines of its location. Art enthusiasts worldwide can access and enjoy the gallery's collection, increasing exposure and potential customer base.

Brand Recognition: The gallery's branded app enhances its brand visibility and recognition. Every time customers use the app, they are reminded of the gallery and its unique offerings, fostering brand loyalty and association.

Personalization: The private URL ensures that the artwork displayed is tailored to the gallery's preferences, creating a personalized experience. This can foster a sense of connection between the gallery and its customers, making them more likely to return.

Timed Engagement: The timed slideshow feature keeps customers engaged with the artwork for extended periods. This can be especially beneficial for conveying the story behind each piece, highlighting artists, or showcasing themed collections.

Word-of-Mouth Promotion: Satisfied customers are likely to share their personalized art experiences with their network. This organic word-of-mouth promotion can significantly boost the gallery's reputation and customer base.

Convenience and Accessibility: Customers can enjoy the gallery's art from the comfort of their homes, making art appreciation more accessible. This convenience can attract a broader audience, including those who might not have visited the physical gallery.

Sales and Lead Generation: The FineArt Display System can include information for purchasing or inquiring about artwork. This can turn casual art admirers into potential buyers and generate leads for future sales.

Adaptive Marketing: By collecting customer feedback, the gallery can adapt its marketing strategies and collection curation to better align with customer interests, ultimately enhancing its appeal and revenue potential.

In summary, the FineArt Display System offers a powerful blend of technology and artistry that not only showcases the gallery's collection but also engages customers on a personal level. It amplifies brand recognition, extends the gallery's reach, and provides valuable insights, making it an invaluable marketing tool for any art gallery seeking to thrive in the digital age.



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