



MediaAR

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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Audiovisual, visual arts, digital media
BENEFICIARY (IES):	Black Rhino Virtual Reality Ltd
COUNTRIES COVERED BY THE ACTION:	Kenya
PROJECT DURATION:	04/2022 – 06/2023 (15 months)
BUDGET:	EUR 180 000 – EU FUNDING: EUR 180 000 (100%)
WEBSITE:	www.blackrhinovr.com

The '**MediaAR**' project aims to build the first online augmented reality design and publishing platform in Africa. In partnership with a leading Dutch company in the field of radiation protection, the project aims to develop the skills of the next generation of entrepreneurs and content creators in Africa while fostering the creation of a digital ecosystem.

In this context, the MediaAR Designer Studio has been conceived as an online platform equipped with an online toolkit including instruments and utilities that will allow individuals to create mobile augmented reality experiences, and content creators to quickly create, publish, analyze, and scale immersive experiences.

Furthermore, the MediaAR mobile application enables instant distribution of augmented reality experiences on iOS and Android devices. The mobile application serves as a point of connection for individuals and businesses to access AR content as well as distribution.

Lastly, collaboration and exchanges between artists, filmmakers, gamers, and researchers have been encouraged.

