



# Atavistic: Project Presentation

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# Agenda



- What is Atavistic?
- Architecture
- Features
- Control Panel
- Brand and Licence

# What is Atavistic?



**Atavistic is «Innovation»: “Doing something known in a brand new way!”**  
**Rock the concept of photography linked with tourism**

- The idea comes from the intention of creating an App (then named Atavistic) for business purposes, aiming at that kind of tourism that involves worldwide archaeological areas, especially Italian ones.
- The main idea is using tourism in an innovative way, making the archaeological tour's experience more interactive thanks to the use of new technologies and the spread of daily used electronic devices: latest generation's cellular phones (3G and 4G Smartphones), tablet, iPad etc.

**Atavistic is NOT a Virtual Tour or an Electronic Guide**

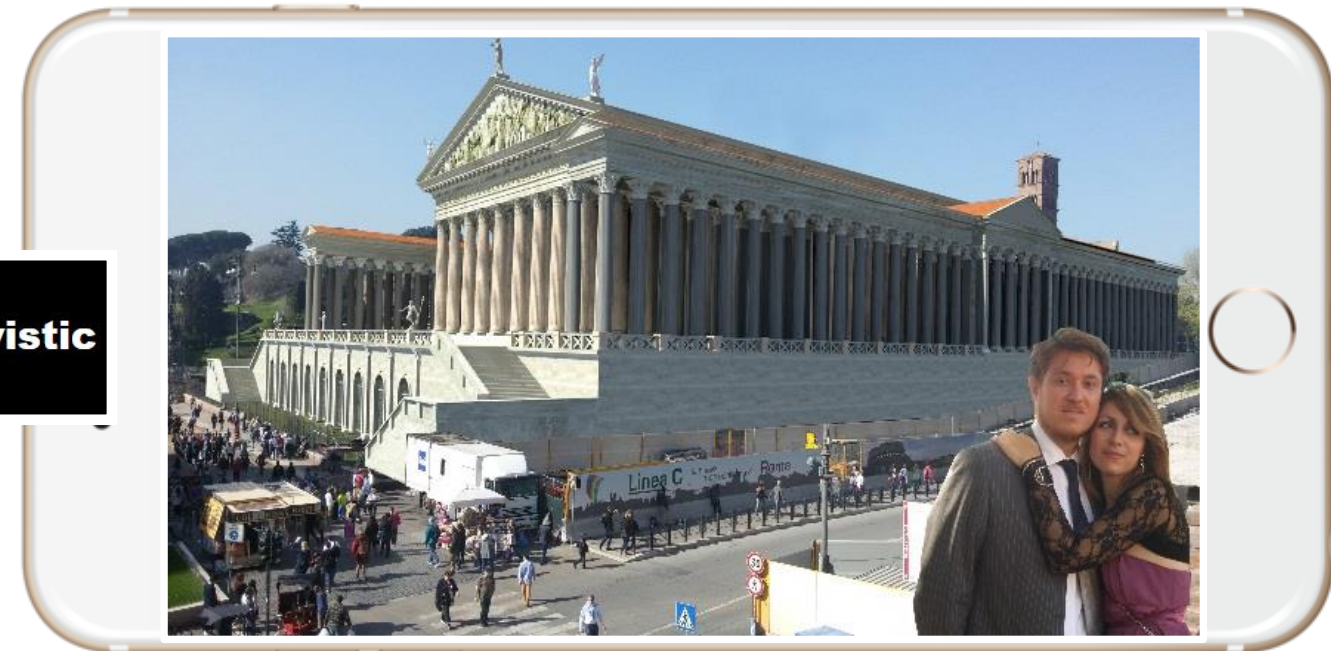
# What is Atavistic?

- Atavistic gives you the opportunity of taking photos of every monument, either ruins or not, and seeing it coming to life again in your picture, also in the “selfie” mode.
- In other words, by using Atavistic you can take a picture of a certain monument/building that exists nowadays at the state of ruin, and see you yourself standing in front of the same monument, but entirely recreated in its original beauty and magnificence.

**Photo made by a tourist (Temple of Venus, Rome)**



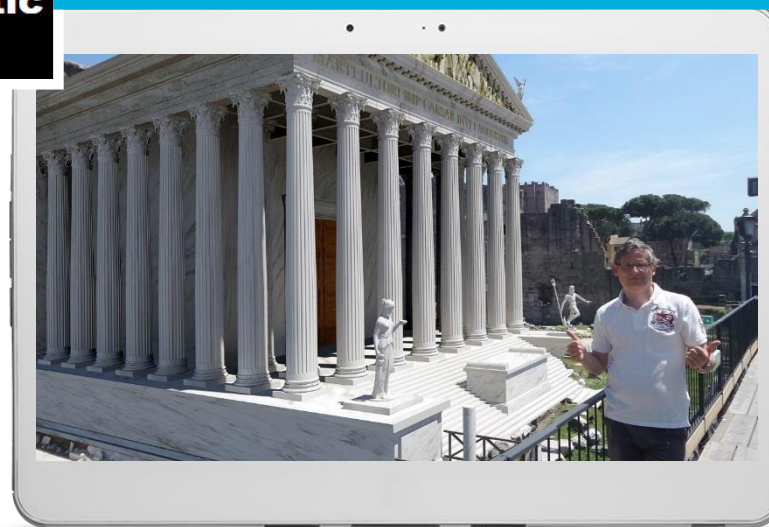
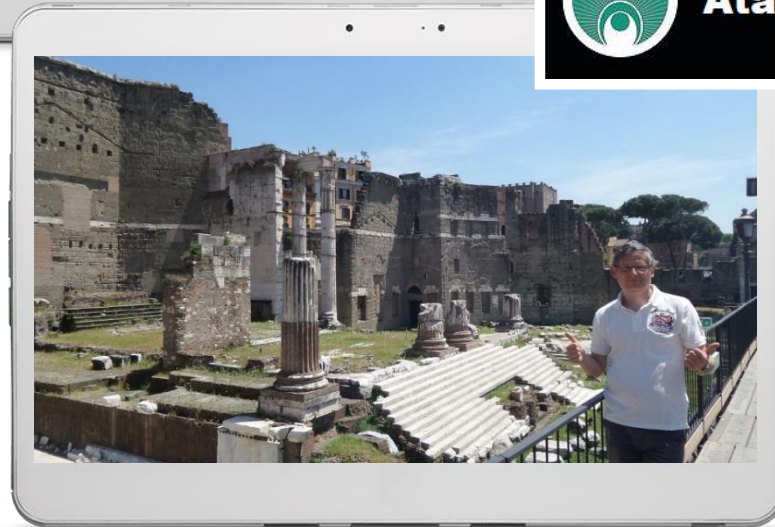
**Atavistic photo (Temple of Venus, Rome)**





# What is Atavistic?

- You can take pictures of every single monument/building, either ruins or not, from one or more than one different point of view and position.
- Once the photo-realistic recreation is ready, you can share it online through social networks such as Facebook, Instagram, Twitter, Whatsapp, etc

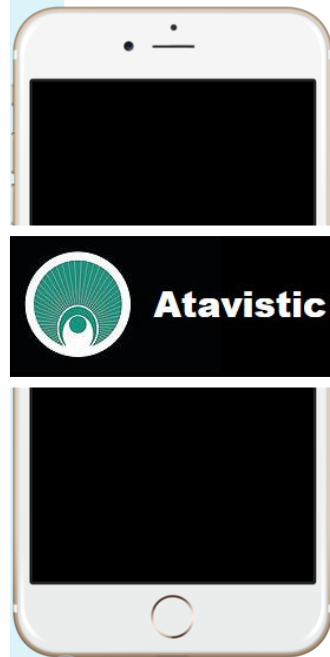


Why did we choose the name “Atavistic”?

**Atavistic:**  
«...coming from afar»

# Features

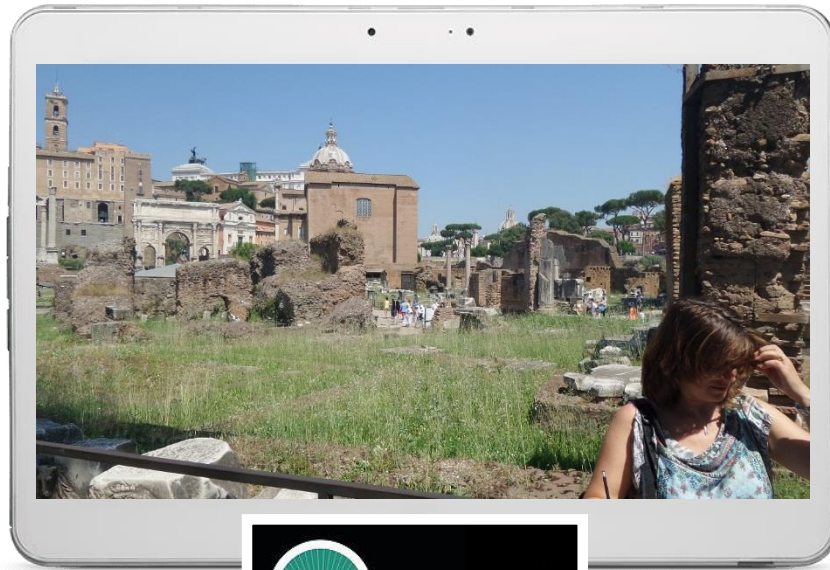
- Once you have downloaded the app on your phone, you can take a photo of the selected monument or building, from one or more than one points of view
- Every point of view is geo-located in latitude, longitude, orientation and azimuth. By using the App, once the tourist has placed their electronic device toward a certain ruin, they can take a picture of the monument and have a photo-realistic image on the spot, illustrating the same building reconstructed in its original ancient form.





# Features

- Every selected building/monument is three-dimensionally reconstructed by using 3D virtual rebuilding programmes: 3D Studiomax, Maya, Cinema 4D.



- The shot, realised through ATAVISTIC, is sent to specific external servers, which are able to elaborate simultaneously the photo-realistic assembling and to send it back to the original device.
- The first release of the App will use a database of formerly rendered pictures, representing every single preselected monument.
- Indeed, the algorithm is able to choose the most suitable of a series of photomontages in order to reconstruct the image as better as possible.





# Features

## The algorithm considers:

1. Geo-localization in latitude, longitude, positioning and azimuth
2. Day of realization of the picture
3. Time of realization of the picture
4. Weather characterising the picture

To sum up, the two main phases of the restitution process are:

- Geo-localised and predefined positioning on the selected monument/building



- Photo-realistic reconstruction of the original state of the monument with possible overlapping of people present in the picture



Geo-localization



Date



Hour

Server Farm



Database



Algorithm

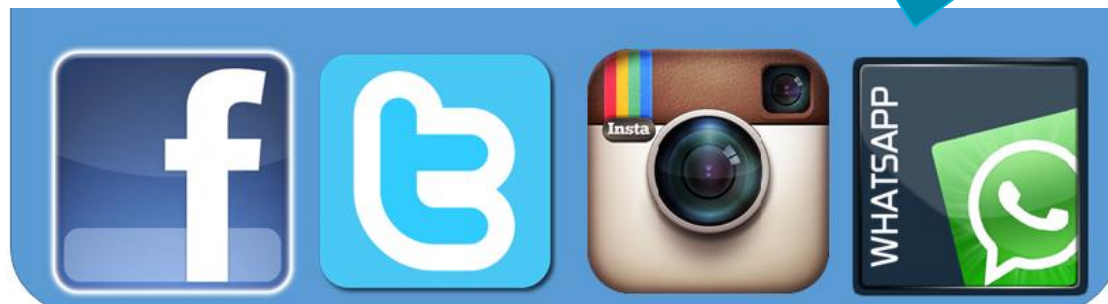


Meteo



# Features

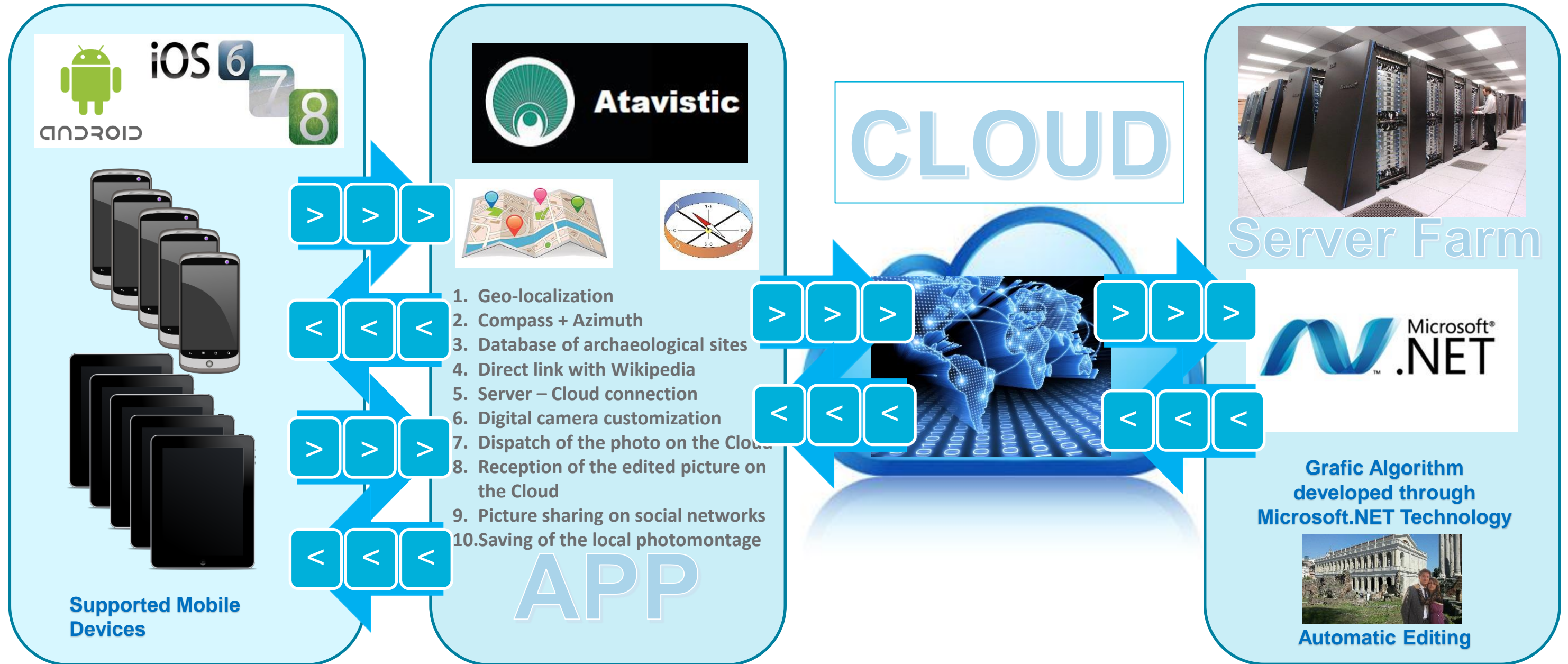
Now the photograph can be shared on the main social channels of the web



10 million tourists visit Imperial  
For a every year

10 million potential sharings on  
social channels

# Architettura





# Control Panel

- A personalized control panel (Dashboard) allows authorized people to manage the Rendering's photographic Database, add 3D reconstructions, organise the Logs for the access to the Atavistic App and much more in a simple and functional way.
- This administration panel is placed on our remote Cloud Servers and is accessible via safe internet connection.

ATAVISTIC - ADMINISTRATIVE PORTAL

[ Log In ]  
2015-07-24 08:50:07

Home

Log In

Please enter your username and password.

Account Information

Username:  
Klaudec

Password:  
\*\*\*\*

Log In

\*\*\*\*

Log In

- All the users of the App will login through univocal sessions, registered with unique and non decodable passwords.

ATAVISTIC - ADMINISTRATIVE PORTAL

Sei loggato come: **klaudec** [ Log Out ]  
2015-07-24 08:52:02

HomeGestione MonumentiGestione Immagini SfondoScegli TagliGestione UtentiGestione AttivitàActivity Log

Log Attivita'

Log Attivita'	CodiceErrore	Zona	Utente	IP	data	SessionID	IMGsource	IMGresult
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Preview	Upload_LOG	klaudec	195.212.29.162	23/07/2015 07:07:13	ygxi5x30c22kpnvdvdkr4yl33	ygxi5x30c22kpnvdvdkr4yl33_faa185cc-db83-4c97-9dae-26a0af8096ce.jpg		
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# Brand and Licence



*Ministero dello Sviluppo Economico*

Ricevuta di presentazione  
per  
Brevetto per invenzione industriale



Domanda numero: 102015000021227

Data di presentazione: 08/06/2015



Ricevuta di presentazione per Brevetto per invenzione industriale

**DATI IDENTIFICATIVI DEL DEPOSITO**

Ruolo	Rappresentante
Data di compilazione	08/06/2015
Titolo	METODO PER LA GENERAZIONE DI IMMAGINI DIGITALI VIRTUALI.
Carattere domanda	Ordinaria
Esenzione	NO
Accessibilità al pubblico	NO
Numero rivendicazioni	15
Autorità depositaria	

**RICHIEDENTI**

Natura Giuridica	Persona fisica
Cognome/R.sociale	CROCETTI
Nome	RICCARDO
Codice fiscale	CRCRCR70D15H501U
Nazione di residenza	Italia
Comune di nascita	Roma
Nazione di nascita	Italia
Natura Giuridica	Persona fisica
Cognome/R.sociale	
Nome	
Codice fiscale	
Nazione di residenza	Italia
Comune di nascita	Roma
Nazione di nascita	Italia

**DOMICILIO ELETTIVO**

Cognome/R.sociale	FIAMMENGHI-FIAMMENGHI
Indirizzo	Via delle Quattro Fontane 31
CAP	00184
Comune	Roma

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Ricevuta di presentazione per Brevetto per invenzione industriale

Telefono	064824094
Fax	
Indirizzo Email	fiammenghi@pec.it
Riferimento depositante	A8169 (78p15)

**MANDATARI/RAPPRESENTANTI**

Cognome	Nome
fiammenghi	alessandro piero vittorio

**INVENTORI**

Cognome	Nome	Nazione residenza
CROCETTI	Riccardo	Italia

**CLASSIFICAZIONI**

Sezione	Classe	Sottoclasse	Gruppo	Sottogruppo	Descrizione
G	03	C			

**NUMERO DOMANDE COLLEGATE**

**DOCUMENTAZIONE ALLEGATA**

Tipo documento	Riserva	Documento
Lettera di Incarico	NO	78p15-LETTERA D'INCARICO.pdf.p7m hash: 84e7be05bd3ef16cb09a39984eaa9462
Rivendicazioni	NO	78p15-RIVENDICAZIONI.pdf.p7m hash: c45b718505e4d05879e99f68a4bc8a504
Riassunto	NO	78p15-RIASSUNTO.pdf.p7m hash: 1b2893e682f18d977a3406eb483ad79c

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- The Atavistic Brand and Licence are registered by the Italian Ministry of the Economic Development.





Thank you for your kind attention

