



PRESS RELEASE

Bahrain 2011: Centrica exhibits The Renaissance Art using High-tech in the UAE

Florence, February 3rd 2011 – Centrica focuses on innovation, creativity and know how to introduce itself to the UAE on the occasion of Italian Festival, the most important cultural event of the year, which will take place from 29th January to 11th February in Bahrain. Centrica will be present with interactive and digital reproductions of masterpieces of the Florentine Renaissance, belonging to the collection of museum of IDI and with Uffizi Touch®, Centrica's product dedicated to the Uffizi Gallery.

The Florentine enterprise will held an exhibition of a revolutionary project for the enjoyment of the Cultural Heritage inside the Art Gallery Al Riwaq. Uffizi Touch® is the first product in the world where you can enjoy all the works of art of the Uffizi Gallery, in a effortless and involving way.

Uffizi Touch® has been selected by the Italian Ministry for Innovation among the participants of the *Italy of Innovators* competition, for the Shanghai Expo 2010. Uffizi Touch® allows users to enjoy a digital representation of all the works of art of the Florentine Gallery to their fullest, making possible to see even the brushstrokes and the tiniest details, making accessible the heritage of this famous museum to the highest quality.

Uffizi Touch is conceived for Art and Restoration Schools, for Universities and for people who love Italy and the Made in Italy and for all Italian companies with international premises; Uffizi Touch® will also be at the Italian Grand Ball in the Radisson Hotel on February 10th 2011.

For their innovative features and advantages, Centrica technologies are perfect for the documentation, communication and the promotion of Cultural Heritage.

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Company profile

Centrica has been founded in 1999 by the sum of technical and professional skills of high profile, specialised in the field of digital high-resolution image, interactive visual communication and knowledge engines. The company is available for the development of art and culture projects, wherever visual components, knowledge and interaction play a fundamental role.

Awards 2010: Special Mention Award ICMT, Information, Communication and Media Technology for Best Practice in Cultural Heritage and Tourism, with the product Uffizi Touch®, selected by Italy of Innovators-Expo Shanghai for Uffizi Touch®.