AMPLIFY

Phygital solutions for the cultural and creative industries

Our vision

We envision a future where the European Cultural and Creative Industries sector fully embraces a sustainable and inclusive digital transition. By integrating emerging technologies like Artificial Intelligence (AI) and Extended Reality (XR), AMPLIFY fosters human connections and promotes European values through:

Economic Sustainability
Accessible tools to lower costs.

Environmental Sustainability
Reduced travel and emissions.

Social and Cultural Sustainability
Inclusive and diverse experiences.

Our tools, powered by AI and XR!
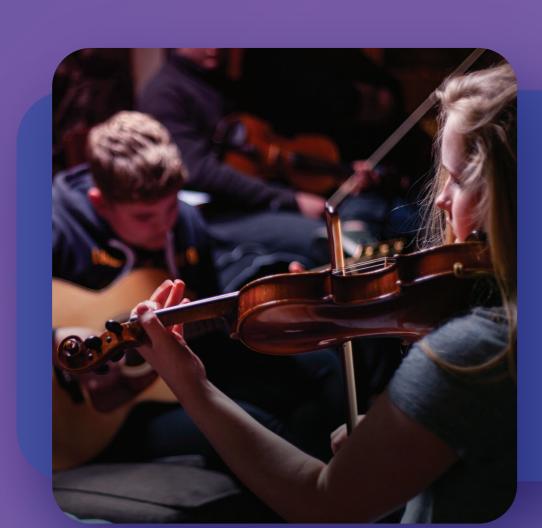
AMPLIFY PORTABLE
Play, learn, and perform music together from anywhere with AI-driven automatic audiovisual production.

AMPLIFY IMMERSIVE
Create and share live immersive experiences through hybrid physical-remote interactions.

Our pilots: making a real impact

Renewing Tradition - Scotland
Led by Fèisean nan Gàidheal, this pilot revitalizes Gaelic traditions using remote teaching and collaborative tools to connect young learners and reduce social isolation while promoting sustainability.

Music with Babies - Portugal
Run by Cooperativa Paulo Lameiro CRL, this pilot transforms babies' emotions into musical interactions, fostering connections between families, musicians, and remote audiences while creating digital memories.

Next Stage - Italy
Developed by Toscana Produzione Musica, this pilot redefines live performances with hybrid formats, enabling dynamic, interactive experiences between audiences and artists.

Revealing Opera - Barcelona
Led by Gran Teatre del Liceu, this pilot experiments with phygital formats to bring opera closer to diverse communities, fostering meaningful connections and dialogue.

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