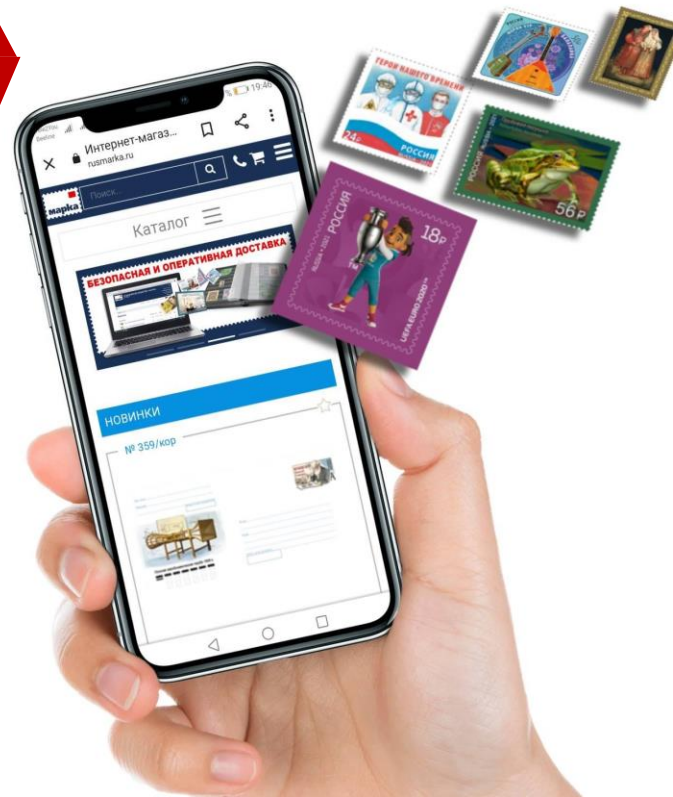




Digital Technologies in Philately in Russia

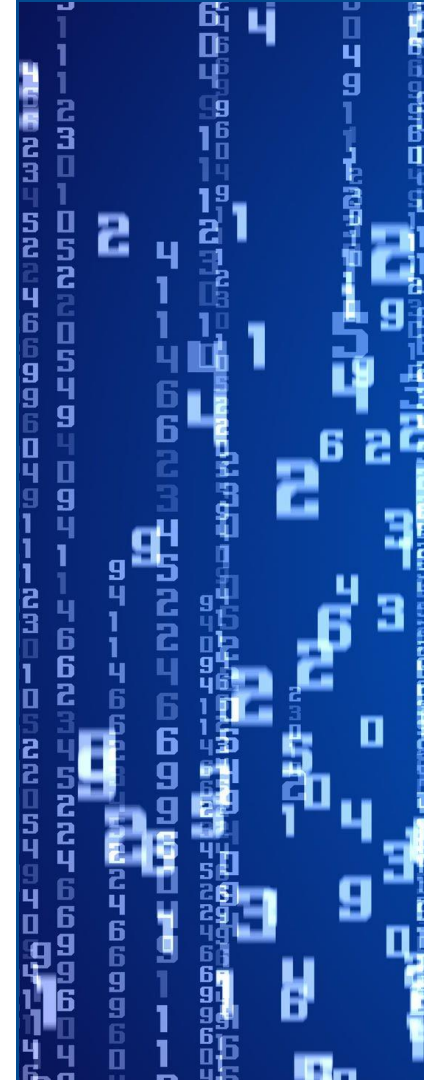


November 29, 2023



On Preserving History, Keep Moving into the Future

- ✓ retention and expansion of the audience
- ✓ training habits and nurturing interest in stamp collecting among the younger generation
- ✓ integration of philatelic products into the digital environment





Digital Transformation of **Philately**

1

Online-sales

Transition to e-commerce, rapid growth of demand for online shopping services

2

**AR
(augmented reality)**

Application of augmented reality technology on postage stamps, additional digital content

3

Community marketing

Interaction with the target audience by arranging online communities

4

NFT postage stamps

Producing NFT-copies of rare stamps and compiling special NFT-collections



A new digital ecosystem can combine traditional sales channels and online services



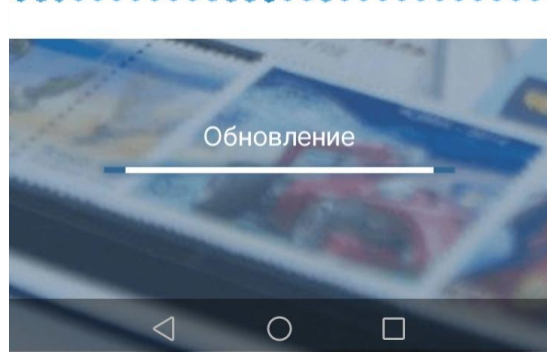
AR (Augmented Reality)

2018 – mARka application

Application of augmented reality technology to postage stamps:

- ✓ additional 3D graphics
- ✓ audio and video content
- ✓ interesting facts
- ✓ informative content

2023 – update/redesign App mARka





Build your Stamp Collection.

Point your camera and install the mARka app

AppStore: <https://apps.apple.com/ru/app/marka/id6450359864>

[App Store](#), [Google Play](#)





Library of Stamps with Augmented Reality



← →

отсканируйте пространство,
чтобы поместить модель на поверхность

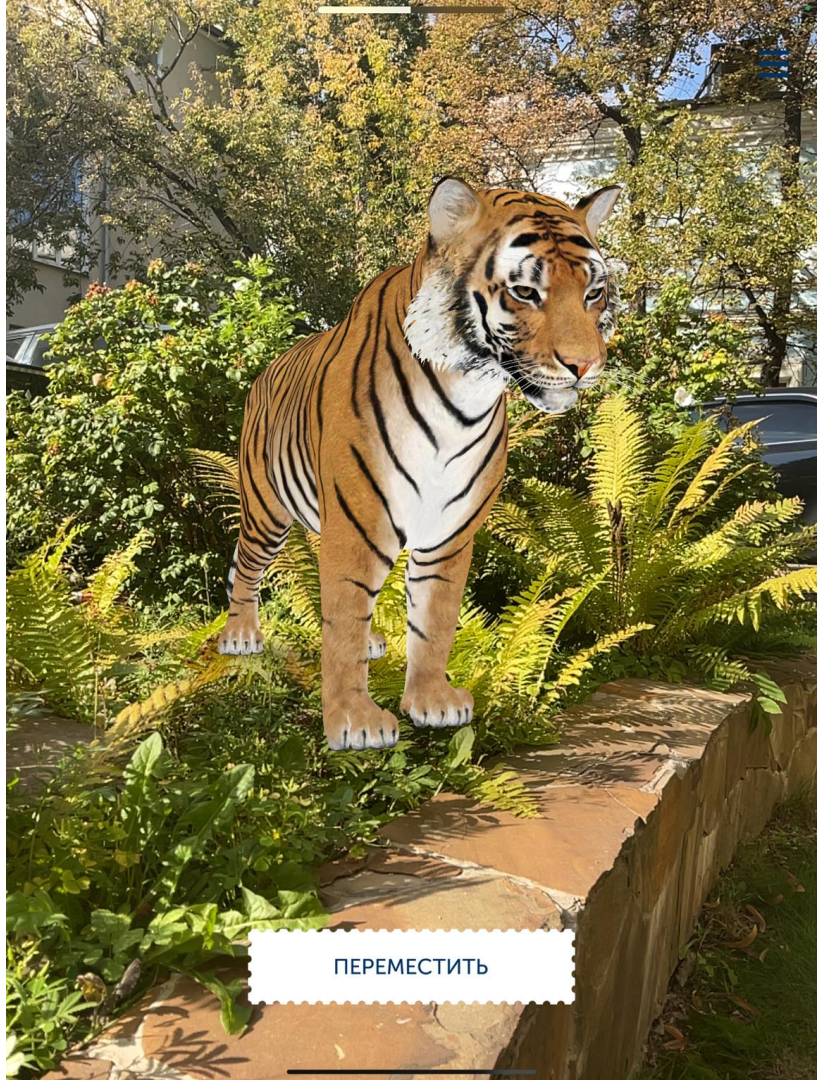


Project Evolution

Development of **WEB-AR**



- ✓ After scanning a marker from the stamp, a life-size animated Amur tiger appears in augmented reality.
- ✓ The tiger growls, moves its tail and paws.
- ✓ One can have a photo taken with the tiger and listen to an audio track with interesting facts.



ПЕРЕМЕСТИТЬ

No need for a separate app
Integration into the environment





Examples of Stamps with WEB-AR



A three-dimensional model of Mount Elbrus with tourists climbing the mountain appears in the camera's field of view, and there is animation of individual objects. The scene is accompanied by appropriate sounds of nature.



ПЕРЕМЕСТИТЬ

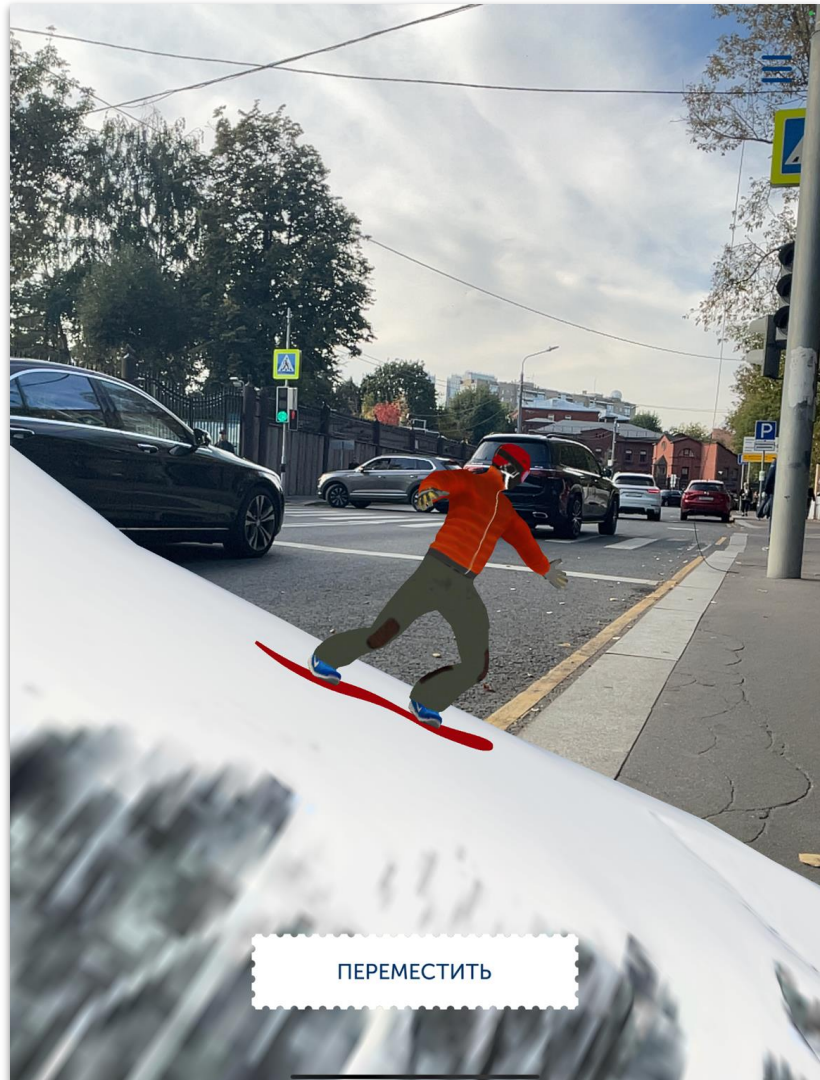




Examples of Stamps with **WEB-AR**



In the camera's field of view, a model of a snowy area appears with a snowboarder performing a trick with jumping from a hill on a horizontal flat surface; there is a small animation of individual objects. The scene is accompanied by appropriate sounds of nature.



ПЕРЕМЕСТИТЬ

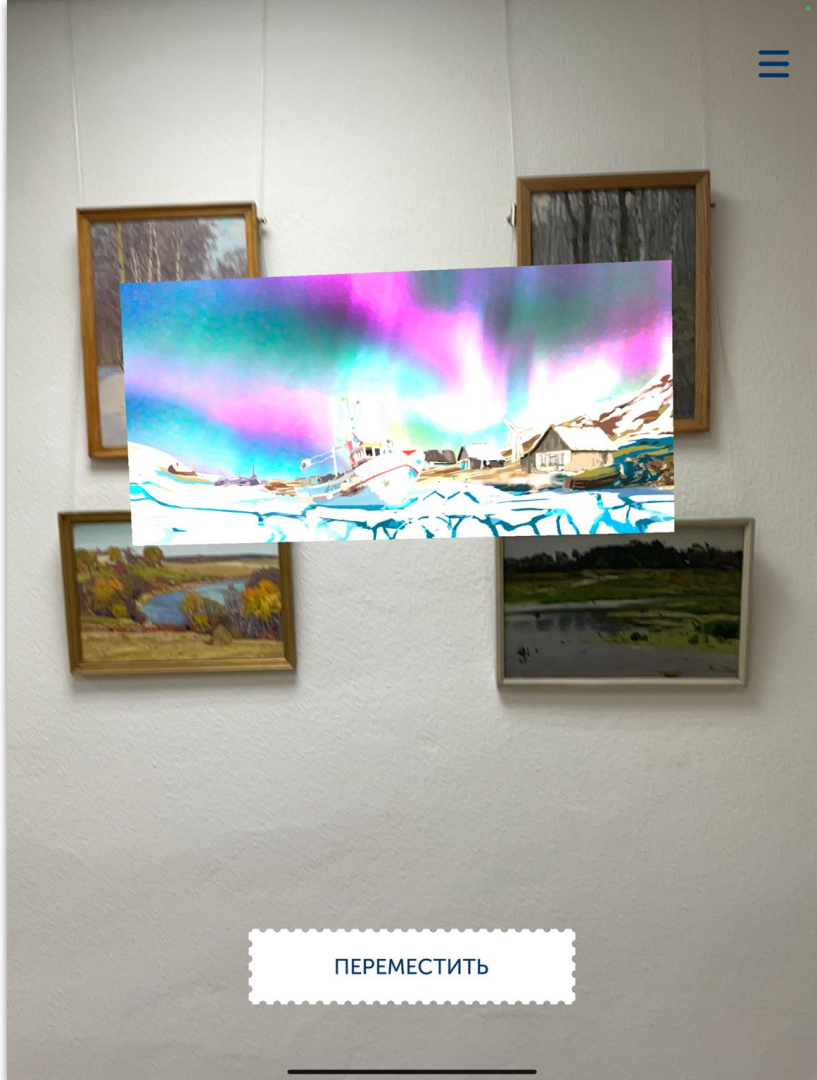




Examples of Stamps with **WEB-AR**



In the camera's field of view, the image of the stamp acquires a parallax effect: the image is "stratified," and there is a slight animation of individual objects. The scene is accompanied by appropriate sounds of nature.



ПЕРЕМЕСТИТЬ



Examples of Stamps with **WEB-AR**



In the camera's field of view is a portrait of Feodor Shalyapin who comes to life and telling about himself and his work.





Examples of Stamps with WEB-AR



An interactive 3D animated model with sound appears in the camera's field of view.



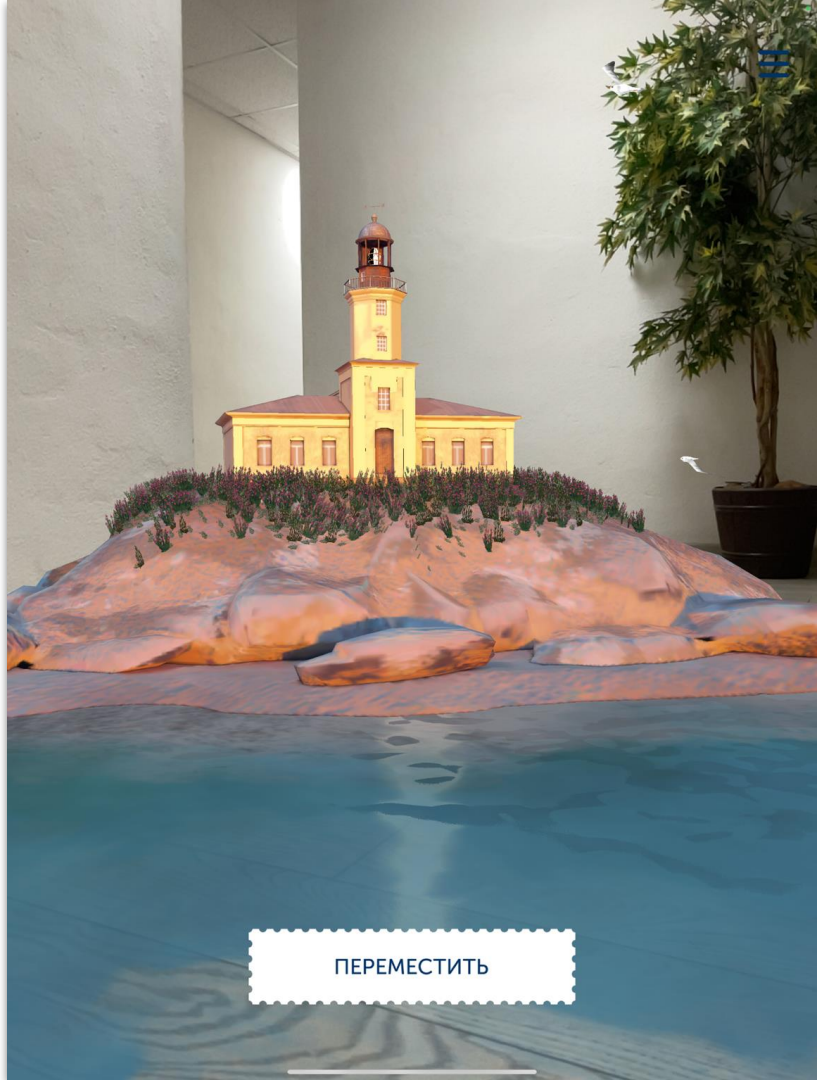
отсканируйте пространство,
чтобы поместить модель на поверхность



Examples of Stamps with **WEB-AR**



An interactive virtual 3D model of the Gorodets Lighthouse and animation of sea water appears in the camera's field of view. The scene is accompanied by the sounds of nature.



ПЕРЕМЕСТИТЬ



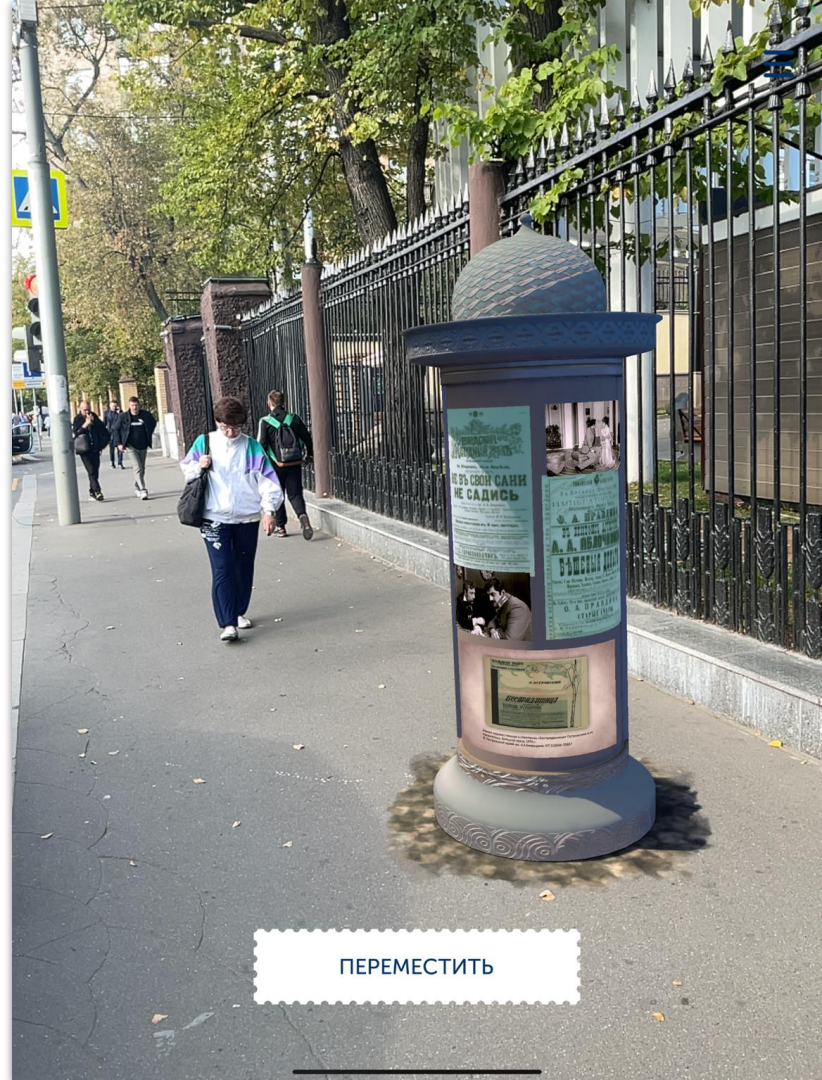


Examples of Stamps with WEB-AR



200th Birth Anniversary of Alexander Ostrovsky (1823–1886), playwright

In the area of the sudden camera, an interactive virtual 3D model of an ancient poster stand appears on it are miniatures with images of



ПЕРЕМЕСТИТЬ





Examples of Stamps with **WEB-AR**



An interactive 3D animated model of the Snow Maiden appears in the camera's field of view.

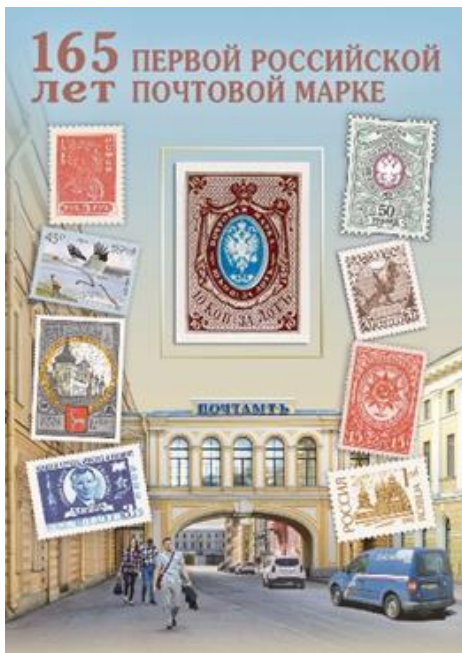


ПЕРЕМЕСТИТЬ





Examples of Stamps with **WEB-AR**



A video with sound appears in the camera's field of view.





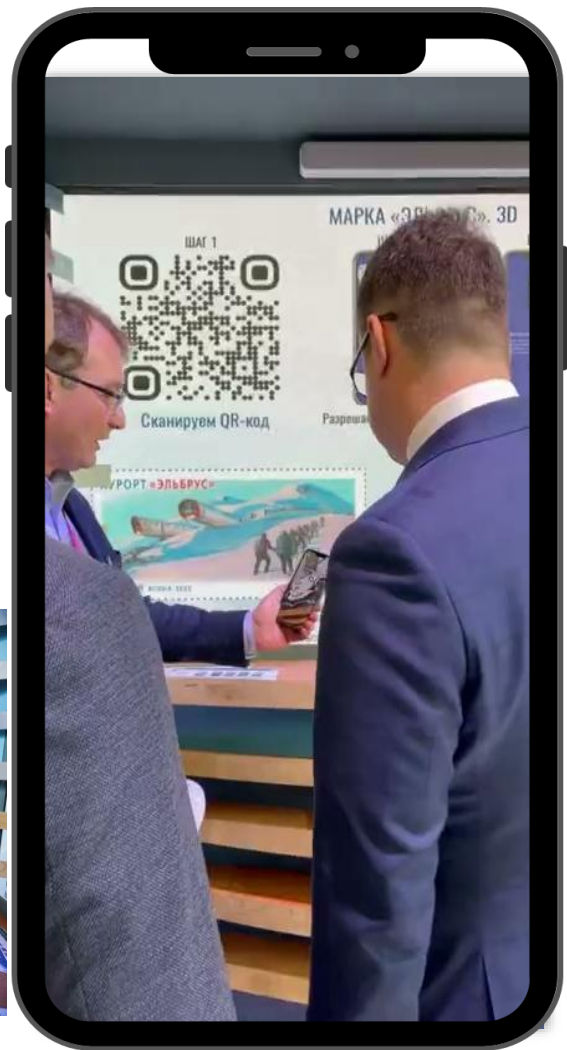
Project Evolution

Development of **WEB-AR**



The mARka application is a unique opportunity to take a fresh look at the traditional postage stamp. Thanks to augmented reality (AR) technology, the miniature will “come to life” on the device screen.

Postage stamps using AR (augmented reality) receive a large number of views.



Thank you for your attention!

