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## Cinello: A new life for great masterpieces, a new frontier for collectors and cultural institutions



The purchase of a DAW® allows not only to become the exclusive owner of an eternal digital work of art (among the greatest examples of digitalized systems with aesthetic purposes) but also to enjoy masterpieces by Leonardo da Vinci, Francesco Hayez, Canaletto, Tintoretto and Titian - among many others - in an unconventional way.

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**MILAN.** - Cinello is the company founded by John Blem and Franco Losi that combines the most advanced IT systems with the incomparable Italian artistic heritage. It is specialized in the creation of DAW® - Digital Art Work, high quality and high resolution life-size digital versions of the masterpieces preserved in the most important Italian museums.

Thanks to the granted patent, based on advanced encryption systems, Cinello can guarantee the uniqueness and exclusive ownership of each 'new digital original' artwork, in full compliance with legal constraints, qualifying each DAW® as a real collector's item, certified and authenticated by the museum that stores the masterpiece.

For each piece of art, Cinello creates a numbered and limited series of DAW®, intended for private collectors and for museums and institutions all over the world interested in setting up educational exhibitions with the "immovable" masterpieces of Italian heritage.

Cinello has made partnership agreements with some of the most important Italian art institutions, such as the Monumental Complex of Pilotta in Parma, Uffizi Galleries in Florence, Gallerie dell'Accademia in Venice, Museum of Palazzo Pretorio in Prato, Museum and Real Bosco di Capodimonte in Naples, Pinacoteca di Brera and Veneranda Biblioteca Ambrosiana in Milan, Monte



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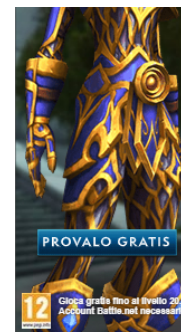
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dei Paschi di Siena Foundation and Cavallini Sgarbi Foundation.

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Furthermore, collecting a DAW® means taking care of the original painting by contributing to its preservation: thanks to an innovative financing model for the Italian artistic heritage, Cinello provides the museum holder of the original masterpiece with half of the net revenues from the sale of a DAW®.



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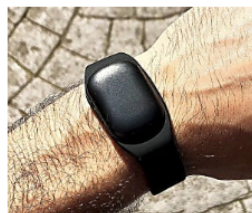
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