



# WALNUT

*A new service for art galleries & artists that enables art buyers worldwide to create a fast, easy and highly realistic visualisation of how an artwork will look in the intended location prior to purchase. By giving art buyers the confidence that they have found an artwork of just the right style and size to suit their needs, Walnut removes a key barrier to purchase.*

*Walnut is a start-up based in Melbourne, Australia, and founded by a group of art enthusiasts who decided that in this age of technology there had to be a better way to help people buy and sell art. Launched in late 2012, Walnut is now available and signing up partner galleries and artists.*

## HOW does it work?

UPLOADS & QR CODES	We'll provide you with a username and password with which you can login to our secure online server. From there you upload artwork image files and add information specific to each artwork (artist, medium, dimensions, date created, etc). Shortly after you will receive a unique 'QR' code for each artwork uploaded. This can be placed in just about any location imaginable - on a wall, on a price tag, in a catalogue, in a brochure, in an email, on a website, on a business card, in a magazine, or in a newspaper advertisement.
DOWNLOAD WALNUT	Your customers download the Walnut app from the App Store via their iPhone or iPad. To get the message out far and wide, we recommend advertising your new Walnut service through your mailing lists, website, facebook page, twitter feed, or any other marketing channels. At Walnut we will also be promoting our partner galleries through our website, facebook, twitter and other social media, helping more people discover your art.
CREATE AN ARTSPACE	Your customers create an 'ArtSpace' in the Walnut app by taking a photo of the location where they are looking to hang a piece of your art. This could be a home, an office, and outdoor public space or the side of a building - in fact the possible uses for Walnut are only limited by your imagination.
IMPORT ARTWORK	Your customers discover a piece of your art. Maybe they see it in your store or on your website, maybe at an exhibition or in an advertisement. They use the Walnut app to scan the QR code shown and within seconds the artwork is downloaded from our secure online server to the Walnut app on their iPhone or iPad.
VISUALISE	Using Walnut the customer selects the artwork they have downloaded, selects the ArtSpace they have created, and in an instant creates a highly realistic visualisation. With Walnut, potential customers can now 'try-before-they-buy' from anywhere in the world, instantly expanding your business across borders to new countries, markets and customers. Walnut app users will also be encouraged to share their visualisations via social media creating even more interest and awareness of your artworks.



Example screen-grabs from the Walnut app

How accurate is a Walnut visualisation? See for yourself with this Before & After.



## WHY choose Walnut?

Walnut is an innovative new tool for the art industry that helping people buy and sell art. With over 50 million iPhone and iPads sold globally in 2012 alone, Walnut provides galleries and artists a low cost, low risk way to engage new customers through the booming mobile device market. The benefits include:

- Take your whole collection to an exhibition; with Walnut now you can sell more than just the artworks you can physically fit in your stand.
- Avoid risking lost sales or damaged artworks by taking time out to transport them to a potential customer's house for a trial hang
- Avoid the laborious process of trying to create your own visualisation using other image editing software that doesn't have Walnut's advantages of being extremely easy to use, almost instantaneous, and highly realistic.
- Give your customers the best purchase experience possible, without the risks and costs of developing your own customized application.
- Use your new QR codes to create smarter advertising campaigns that draw people in. Then use this to measure the success and value you are getting from your marketing spend.
- Get statistics from your QR codes that show which artworks are generating the most interest.

### Want to know more?

Visit our website ([www.walnut-art.com](http://www.walnut-art.com)), send us an email ([artspacereality@walnut-art.com](mailto:artspacereality@walnut-art.com)), or follow us on Twitter (@WalnutArtApp).