

RtistiQ launches AR feature for its Art app on IOS and Android.

Singapore, Singapore, Apr 29, 2021 ([IssueWire.com](https://www.issuewire.com)) - **RtistiQ** announced the launch of its new Augmented Reality feature that allows art lovers to preview works by virtually projecting them on their walls. With the world moving to more online-based purchases, RtistiQ brings about a new way of buying Art, certified by the artists digitally using **Blockchain** and **NFC**. The launch of the AR App makes online art purchases more reliable, bringing users the most authentic viewing experience. The AR functionality is a crucial piece of tech for art buyers looking to make the most informed and confident decision when purchasing artworks online.

RtistiQ will be the first Art app with AR feature enabled for both **IOS and Android users**, allowing Artists and Collectors to connect globally across all online channels. The Apps are also NFC enabled, allowing Artists to add an extra layer of authenticity to their original works of art, which is scannable by the buyers to validate on receipt of the artwork. NFC read-write has only been recently enabled by IOS ver.13 onwards, while it has been available in Android phones for a while. RtistiQ uses the combination of Blockchain, NFC, and AR to authenticate the works of art and provide the best online purchase experience for art enthusiasts.

"We started RtistiQ with a desire to enhance the way Art is perceived and transacted in the global market, and in effect bringing true democratization for the art world. With digital commerce and mainstream adaptability of Blockchain-based solutions, this is very much possible. Augmented Reality and other technology additions will create a true marriage of Art & Technology to not just enhance the user experience for art discovery, but also to address major challenges of the art market as we know it today", says **Jothi Krishnan Menon**, Co-Founder & CEO, RtistiQ.

The founding team for RtistiQ has a high degree of experience across Art, Technology, Finance, and Investment. Jothi is a seasoned entrepreneur with RtistiQ being his recent venture after a successful exit from derivIT, focused on technology and consulting services for Capital Markets.

About RtistiQ

RtistiQ is an online art marketplace leveraging Blockchain and NFC technologies. Founded in 2019, RtistiQ was the vision of a group of Technology & Finance specialists with a profound passion for art. Blockchain and NFC are some of the technologies reshaping the art market. By enabling these innovative technologies on the platform, we address issues such as the lack of transparency in the art market, forgery, copyright infringement, untrackable provenance, and overdue royalties. We aim to empower our artists and our collectors equally by providing a secure and transparent environment for passion-driven transactions. Combined with Augmented Reality, it enhances the art experience multifold in a digital economy.

Website: <https://art.rtistiq.com/>

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