

# Capturing the Moment with Memento

Memento is excited to partner with Sweet 'Art to reconstruct the Beautiful & Damned Exhibition and Costume Party in our new digital format so that all the guests can relive the event in virtual reality. We will do this by taking photos and videos that you share with us and apply state-of-the-art computer vision technology stitch together the experience.

To contribute to the experience, follow the step-by-step instructions below. Once the VR reconstruction is complete, you will be notified via e-mail with further instructions on how to share and re-live this moment in VR as if you were *actually* here again.

*Note: We take privacy very seriously. We will not share any of your personal information to third parties. You will have full access to any photos and videos that you share with us by logging onto our website using the credentials you provide in Step 2 below. You can also request us to delete any photo or video you have shared. These will be permanently removed from our system and will not appear in the VR experience.*

**Step 1.** Download our app through the App store by searching for “Memento VR” or scan this QR code through your Camera app:

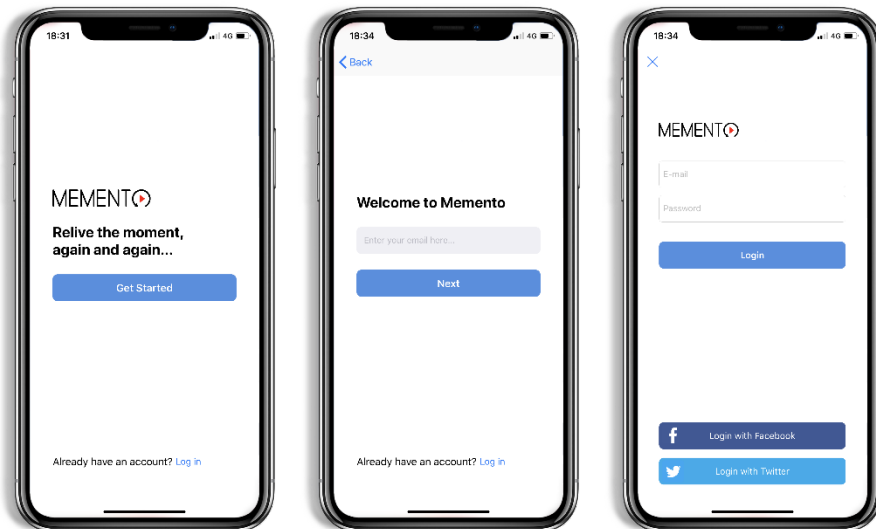


You can also enter this link into your browser:

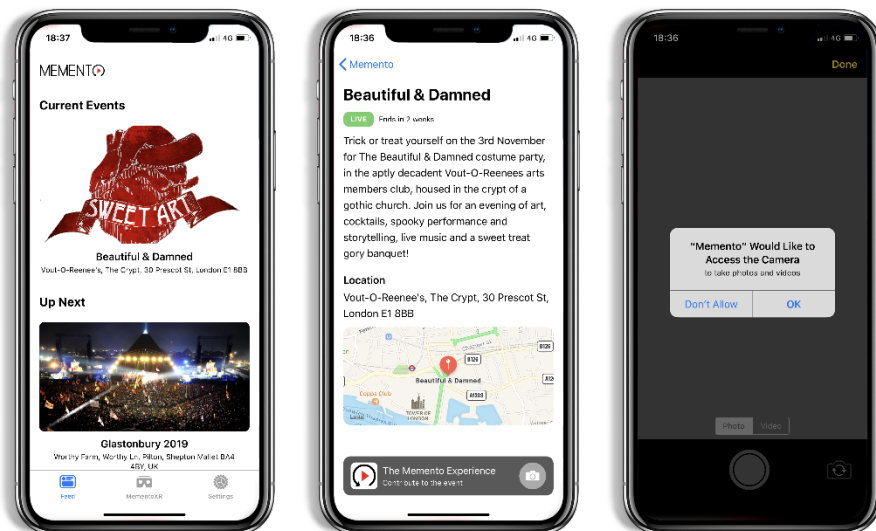
<https://itunes.apple.com/us/app/memento-vr/id1296933427?mt=8>

*Note: Unfortunately, we only current support iPhones (sorry Android and Windows users).*

**Step 2.** Through the downloaded app, you'll need to create a user account with an email/password combination. You can also login with your Facebook or Twitter.



**Step 3.** Tap the Sweet 'Art Beautiful & Damned Event and then tap the "Contribute to the event" button at the bottom of the details page. This will take you to our built-in camera feature. Any photos or videos you capture through this camera feature will automatically synchronise with our platform and contribute to the VR reconstruction. The more photos and videos you contribute, the richer and more vivid the VR experience we can create!



**Step 4.** In a couple of weeks' time, you will be notified via the e-mail address provided in Step 2 with further instructions on how to re-experience this event in VR. That's it – now enjoy the party!