

## Oscar Schmidt celebrates the creation of 3D galleries at the eMuseum of Sport

*With innovative technology, the eMuseum of Sport launches, this Wednesday (July 15<sup>th</sup>), the new CBB, CBCa, CBTM and Enel Distribuição Rio galleries.*

A star on the courts and recognized worldwide as one of the greatest names in basketball, Oscar Schmidt praised the initiative of the eMuseum of Sport, which was created to eternalize the memory of sport and promote its athletes. “Mão Santa” (Holy Hand) has a place of honor in the Brazilian Basketball Confederation (CBB) gallery, which will be inaugurated on Wednesday (July 15<sup>th</sup>) alongside three others: Brazilian Canoeing Confederation (CBCa), Brazilian Table Tennis Confederation (CBTM) and Enel Distribuição Rio.

“Many times, we don’t even know certain athletes exist. The eMuseum of Sport allows people to learn about these incredible stories. It is well worth visiting”, suggests Oscar, who has, among his championships, one World, one Pan-American, four South American and three Brazilian competitions.

With sponsorship from Enel Distribuição Rio alongside Rio’s Office of Sport, Leisure, and Youth, thanks to the state government’s Sport Incentive Law, the eMuseum of Sport will hold a virtual event on July 15<sup>th</sup>, from 11:00 to 11:45, to launch four galleries. Sponsors, supporters, idealizers, confederation presidents and athletes will discuss the importance of cherishing a country’s sportive memory. Furthermore, a tour of the galleries will be shown firsthand. The public may watch on Facebook (<http://www.facebook.com/emuseu.esporte>) and on YouTube (<https://www.youtube.com/channel/UC02GLWG0A7q5Gr78SkMY6Nw>).

The eMuseum of Sport provides an innovative experience by offering, free of charge, an immersive tour on a 3D platform. During the tour, visitors will remember the glories of Brazilian basketball, learn about the origins of canoeing, and fall in love with the history of table tennis. In the Enel gallery, the social projects maintained by the company all over the country occupy a place of honor and are sure to captivate the public. The content has subtitled and was translated into Brazilian sign language for people with hearing issues, and contains audio descriptions for people who are visually challenged. To share the memory of our sport abroad, the initiative will also include an English version.

The four galleries are hosted on the website [emuseudoesporte.com.br](http://emuseudoesporte.com.br), which has also been translated into English and Brazilian sign language. The portal also has a collaborative 2D section, where visitors can create their own collections by posting photos and videos that show their history in sport. This way, stars and unknown people will have the chance to inspire people with their trajectories.

The eMuseum of Sport is an achievement of the Gama Assessoria startup alongside Rio de Janeiro State University (UERJ), thanks to the Technological Incubator for Social Enterprises and Social Cooperatives (ITECS). Follow and share our posts on social media, follow our Instagram profile [@emuseudoesporte\\_oficial](#) and like our Facebook page ([@emuseu.esporte](#))