

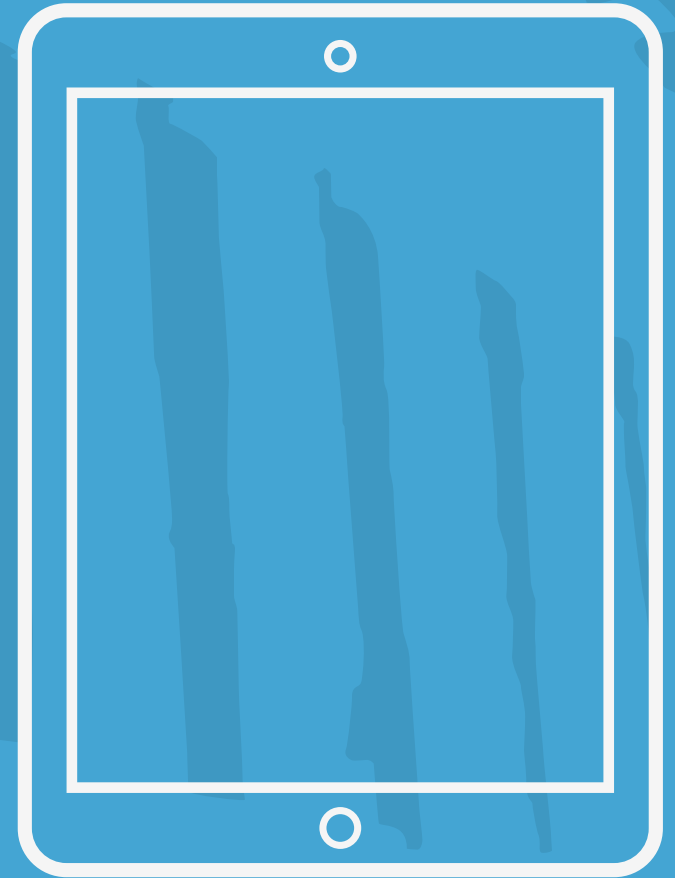
Amazing Athens

HELLENIC MINISTRY OF TOURISM



Mobile Applications

The trend for future computing
A paradigm shift
Rich, engaging interactions
What the next generation
of users demand



Athens

A state-of-the-art app
A showcase for Athens



Athens

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Athens

A state-of-the-art app
A showcase for Athens



Creating Enthusiasm

Enhance Tourism

Creating a positive “buzz” -
dispel negative perceptions

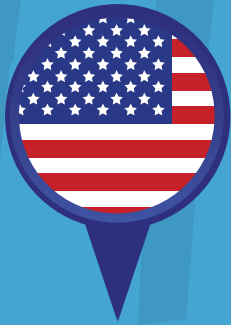
Localization – Content Specific

Not just a translation
Content Follows user



What can the app do for Tourists?

Targeting strategic markets through localization
Integration with Social Media...



What can the app do for Tourists?

Integration with Social Media



foursquare



What can the app do for Tourists?

Personalization



Comprehensive/ multimedia coverage of Athens



inFormation



get around



shop



eat and drink



speak greek



day trips



go to the beach



walking tours



sights in Athens



my trip

Comprehensive / coverage of Athens



Comprehensive / coverage of Athens



eat and drink



Beach



Gazi



City Centre



Psyrri



Off the beaten path

Comprehensive / coverage of Athens



You are in **Syntagma Square**
Where do you want to go?

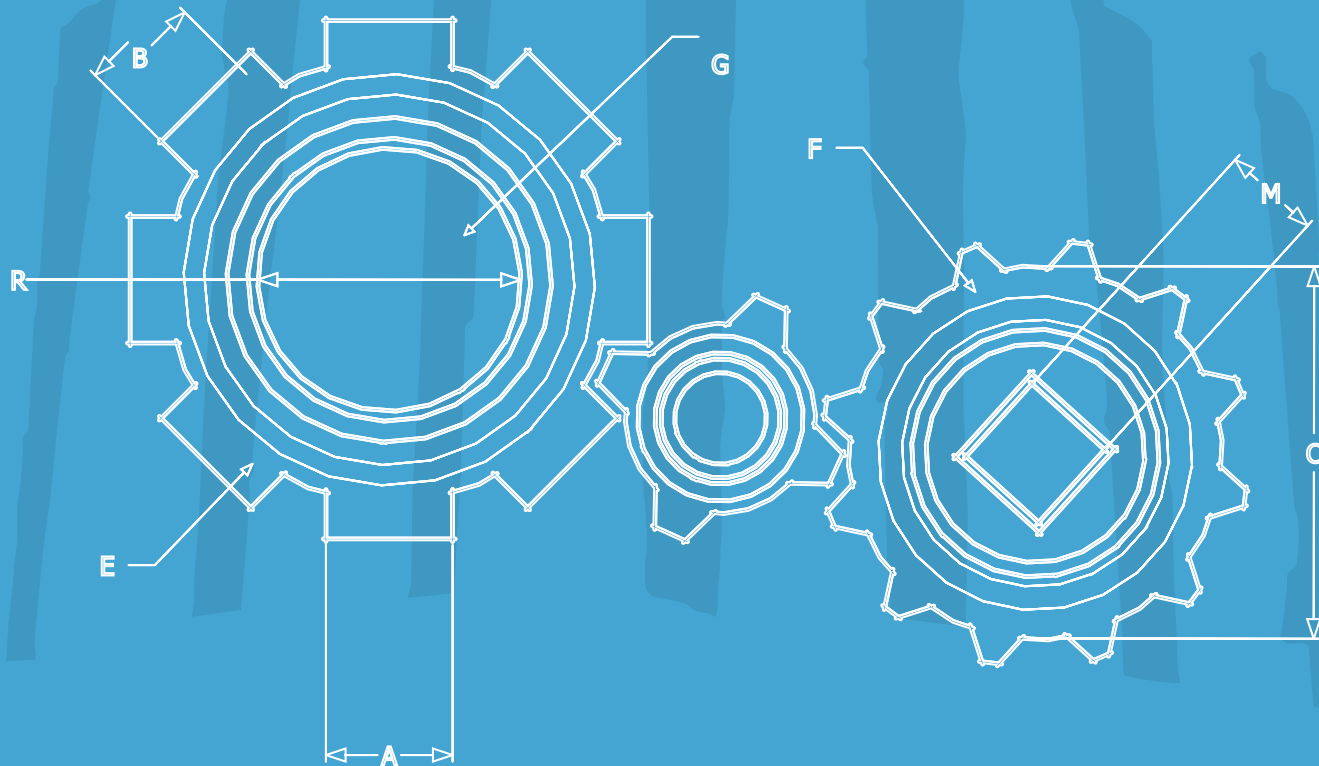


Technical Notes

Adaptive Content

Web Integration

Advanced Engine & Content Development Tools



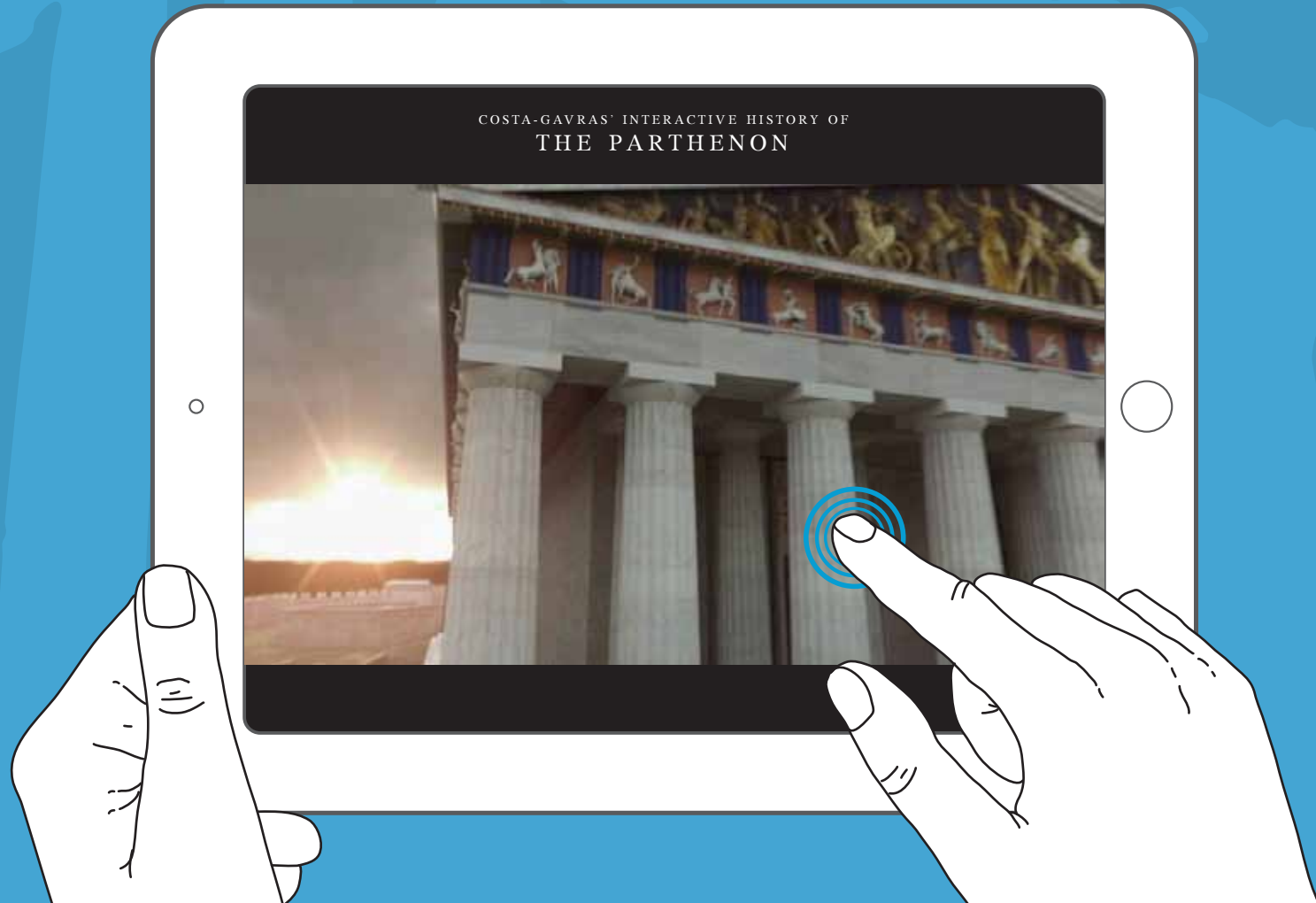
Costa-Gavras

COSTA-GAVRAS' INTERACTIVE HISTORY OF
THE PARTHENON



Further Apps

Costa-Gavras (Parthenon app)



What can it do for Greece?

Enhance Tourism

Creating a Buzz

2013 Season

App will launch as North American's plan their travel