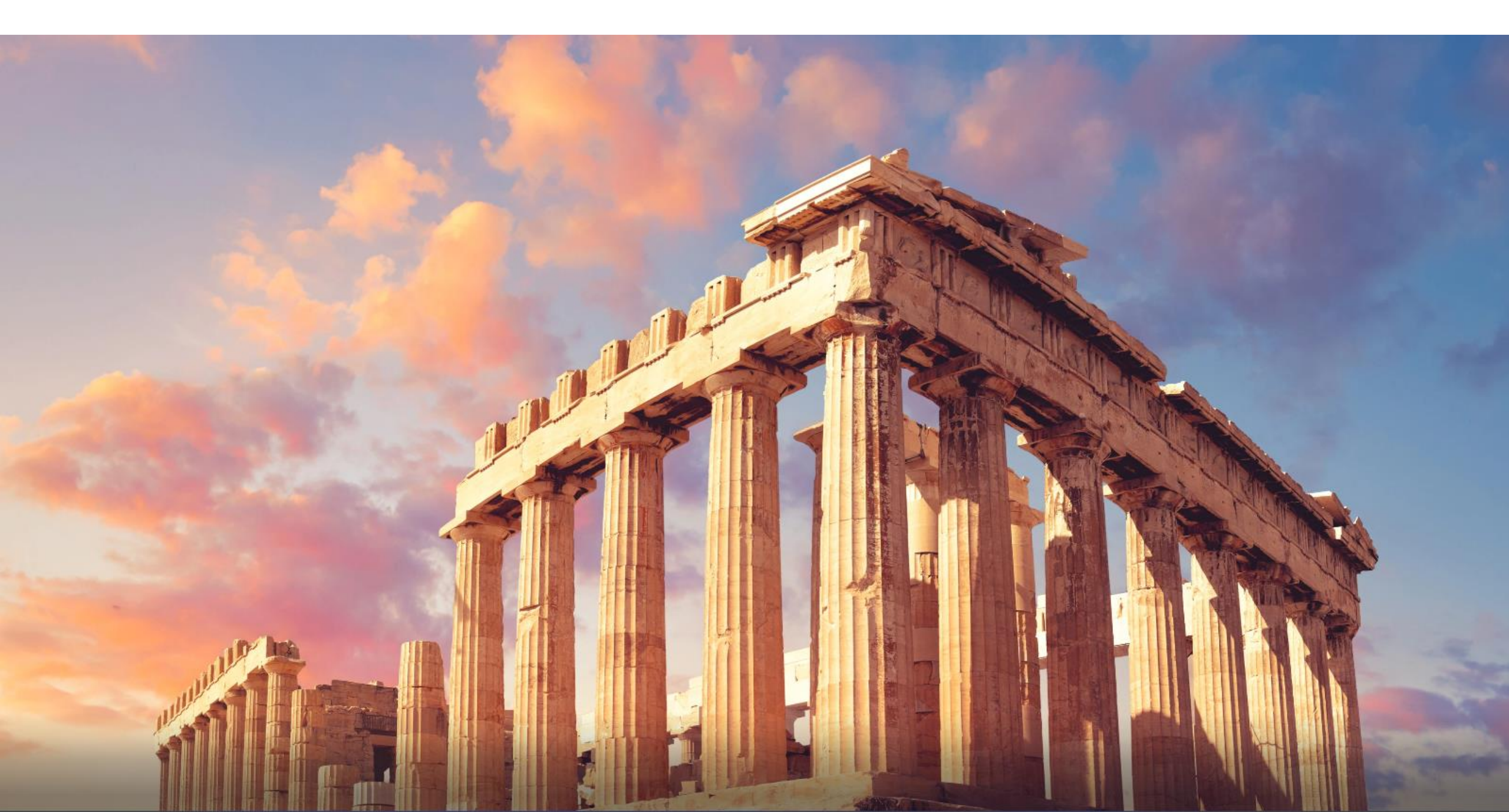




moptil

## XR Activities and Vision

Crafting Experiences for Cultural  
Heritage & Tourism







# Today's talk

- How can we make better use of **tech** & **innovation in XR** -at scale- to create extra **value** in our society ?
- How can **5G** help?
- How can we **help drive** the ecosystem **forward**?



The Idea:  
Introducing a novel way to  
explore Cultural heritage at scale





# About moptil

A team of more than 30 highly skilled, experienced passionate and visionary professionals:

- AR/VR Developers
- AI Engineers
- 3D/2D Artists
- Content creators/storytellers
- UI and UX Experts
- Marketing Experts
- Educators
- Academic Professors



# #teamoptil



**MICHAEL**

CEO



**ILIAS**

OPERATIONS



**MITJA**

CTO



**ANGELIKI**

CMO



**GUIDO**

GM MOPTIL ITALIA



**ACHILLEAS**

SW DEVELOPER



**THANOS**

SW DEVELOPER



**DIMITRIS**

SENIOR SW  
DEVELOPER



**KONSTANTINOS**

AI ENGINEER



**ELISAVET**

MARKETING  
SOCIAL MEDIA

# Market Insights

1

## Global Heritage Tourism Market growth

557 USD/B

Market CAGR 3,8%

Driven by:

1. Gov initiatives
2. Increasing importance of culture in international travel

2

## Increased interest in Culture

40% of world tourism is cultural and historical travel.

Asia-Pacific and Middle East most promising markets

3

## Digital Innovation

Reflects changing lifestyle and creates more engaging Visitor Experiences.

Industry looking for ways to add value to the visitor proposition.

30% of booking is online – CAGR 5%



# Milestones

Pioneers in VR market for tourism  
3D reconstructions of ancient  
monuments

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Market Leaders  
Customers: TUI, Acropolis Museum,  
Telco Operators  
Greece, Spain, Malta & Italy Commercial  
& Research

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Facilitate mass accessibility to Cultural  
Heritage via tech

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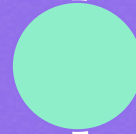
LAUNCHING VR  
APPS

2014



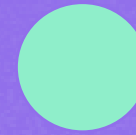
GETTING TO 9 SITES  
AND >100K USERS

2017



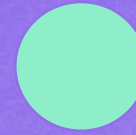
FORMATION OF MOPTIL  
AS TECH START-UP

2019



AR & AI  
COMMERCIAL PROJECTS

2020



PROOF OF VALUE FOR  
PAAS

2023

# Turnkey solutions for b2b & b2c markets

For museums, archaeological sites, castles, heritage organizations, tourism industry & in research projects since 2014

More than 600k users in commercial projects

From concept to launch, promo readiness & beyond

Complete range of services: UI/UX, content creation, end to end technical integration, AR, VR, AI features, Analytics, Security, GDPR, Support & Maintenance



# Target Groups | B2B & B2C



## Tourism and Travel

Offer Culture Apps to visitors



## Cultural Management Organizations

Museums & Archaeological Sites



## Public Authorities

In charge of Culture, looking to promote cultural education & awareness



## Private Organizations

With strategic positioning to Culture

# Selection of moptil projects







# The 1<sup>st</sup> 5G B2C use case in Greece

## COSMOTE Chronos



An application for mobile devices that makes use of cutting-edge technology & is best used over 5G networks.

This application, recreates the monuments of the Acropolis rock, as in the days of their glory.

It allows **people of all ages**, from **anywhere** in the world to connect to Greek cultural heritage in the novel and immersive way.









# Highlights COSMOTE CHRONOS

**1,5 year**

Development time | from zero to hero!

**190k**

Installs | first 40 days

**275k**

Installs | today





# Highlights COSMOTE CHRONOS

36,8%

Returning Users

>3,5'

Average time / session

90'

Average time session in Parthenon

93%

User satisfaction rate

98%

Positive user experience



# Highlights COSMOTE CHRONOS



\* Data Collected from Google Analytics

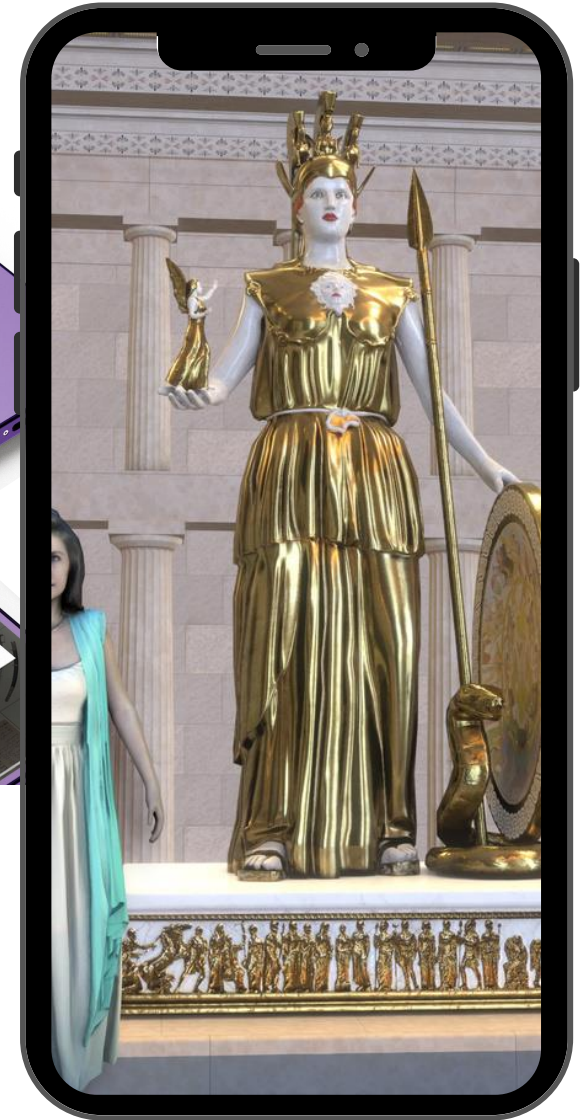


# AR/VR/AI Apps: Innovation Challenges & Opportunities



# Challenges

- Augmented Reality
- Artificial Intelligence
- 5G Awareness & benefits
- 3D models optimization
- Devices compatibility
- Content creation
- Agile Project Management
- Client-side limited resources and tech expertise



Technology IS an **Enabler** BUT has barriers for adoption  
AR apps take 6-12 months and 7-9 experts to roll out



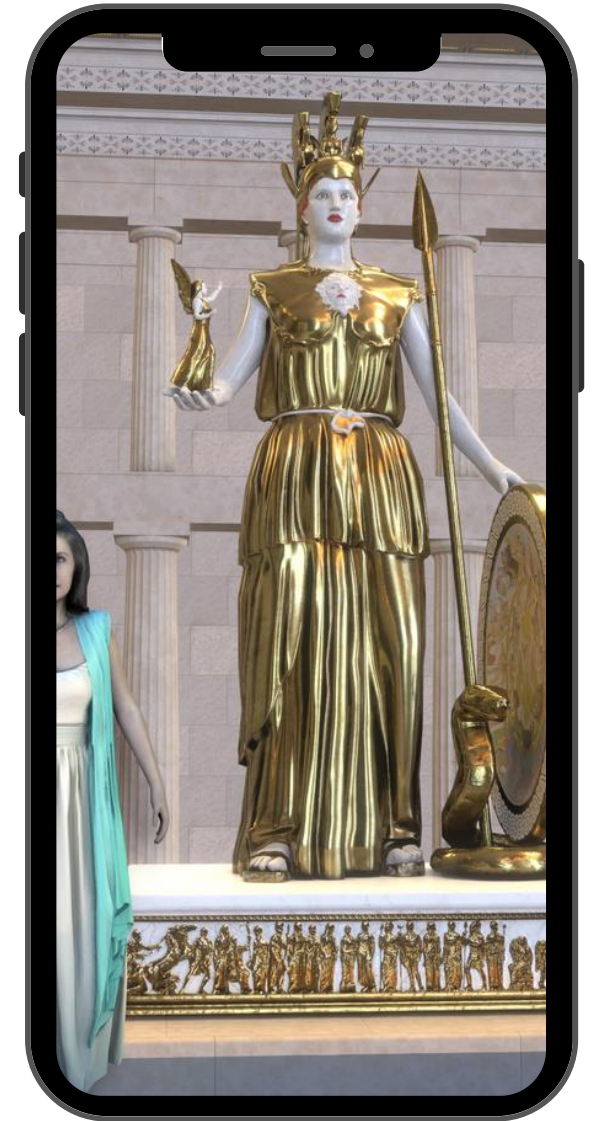
# The next day in culture apps

Bridge the GAP between:

Increasing the **value** of the cultural and  
touristic product

&

**Technology Benefits** at Scale



# A Tech Platform that allows for quickly rolling out Apps

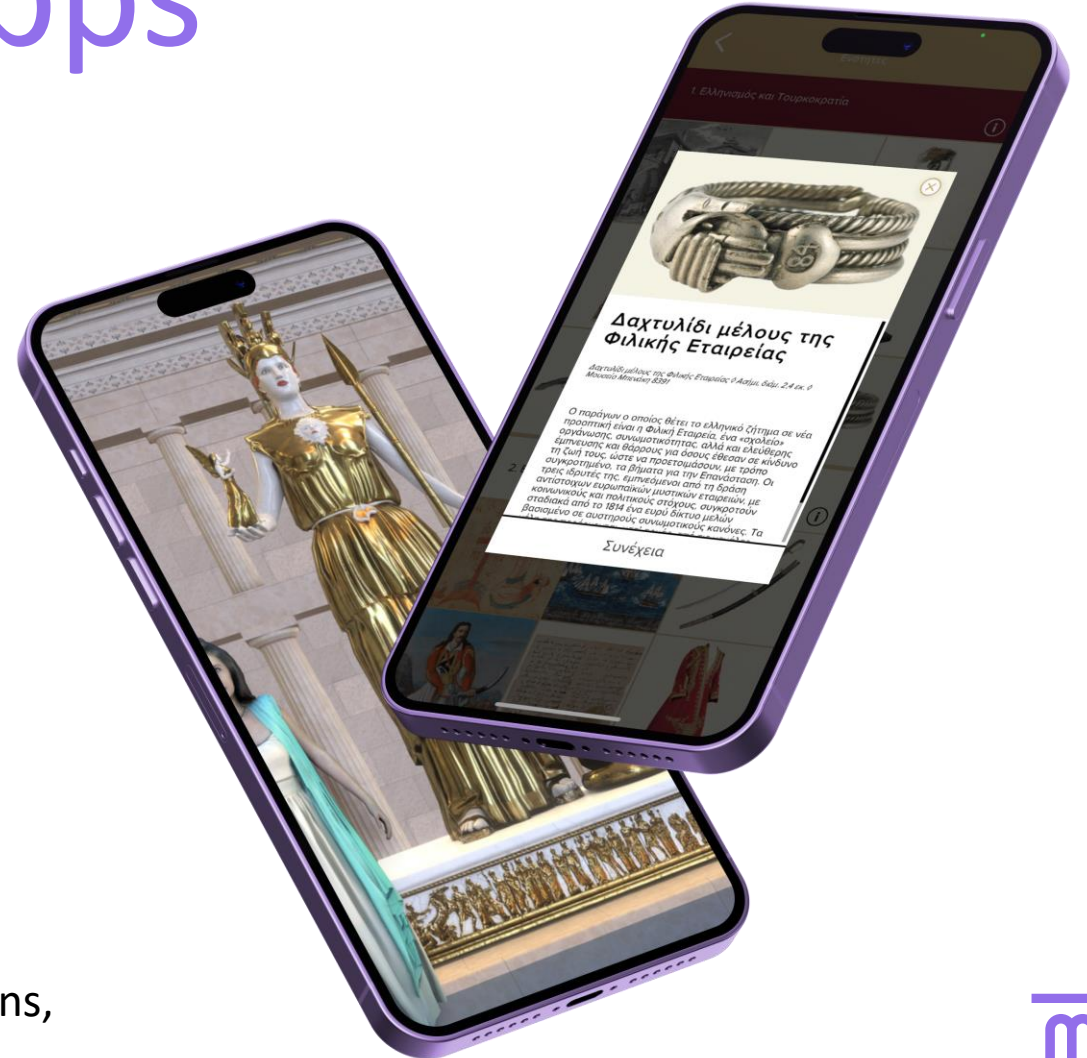
Fast, efficient  
Drag & Drop 3D content  
x10 lower cost/speed  
No expertise required

1 End user Experience  
Natural intuitive Experience

2 Augmented Reality  
Anywhere in the world  
Super realistic graphics  
Real time shadows

3 Artificial Intelligence  
Unique AI powered real  
time conversational Avatar

4 Integrated Marketing Tools  
Digital promotion ready  
(Facebook, Google campaigns,  
GDPR/Security Proof)



# Paas for Cultural Heritage

Empower Organizations with easy and fast-to-deploy AR and AI Applications for Mobile devices to harness new opportunities & capabilities through technology and innovation.

Concept to Launch x10 faster  
Collaborative and dynamic



# Takeaways

- How can we make better use of tech & innovation in XR -at scale- to create extra value in our society ?
- *Using scalable solutions & collaborative approaches to introduce to larger audiences novel ways of making culture accessible to all*
- How can 5G help?
- *Low latency and high bandwidth mobile networks can facilitate tech progress, but only with the creation of massively adopted use cases can their benefits become tangible to society, connect people, generations & history*
- How can we help drive the ecosystem forward?
- *By adopting cross industry & cross functional Agile & collaborative approaches to drive creativity & adopt innovation faster*





# Thank you!

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# Digi Past bundle

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We re-shaped the experience of cultural visit since 2014 with AR/VR **DIGIPAST APPS** in **3D** virtual reality  
[digi-past.com](http://digi-past.com)

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Offered to visitors through our Strategic Partnerships with tourist agencies (e.g. TUI)  
**>380.000 users already**  
& >1.000 tablets

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AR / VR Apps offered as:

- BUNDLE with TABLET
  - STANDALONE APPS (App & Play Store)
- 

9 Archaeological sites in **Greece** and **Spain**



# moptil provides turnkey AR / AI solutions

From concept to launch, promotion & beyond.

- ✓ UI UX App design & development
- ✓ 3D and 2D content design
- ✓ Optimization of existing 3D content
- ✓ Augmented Reality functionalities onsite & offsite
  - On device AR rendering.
  - Superimposing 3D creations to real environment.
- ✓ AI powered Avatars & Virtual Assistants to guide, communicate & play with users or group of users in real over 5G
- ✓ Security & GDPR
- ✓ Support & Maintenance
- ✓ Research & Innovation 5G, Cloud rendering
- ✓ Real time monitoring of KPI's
  - For marketing campaigns monitoring
  - For user behavior monitoring





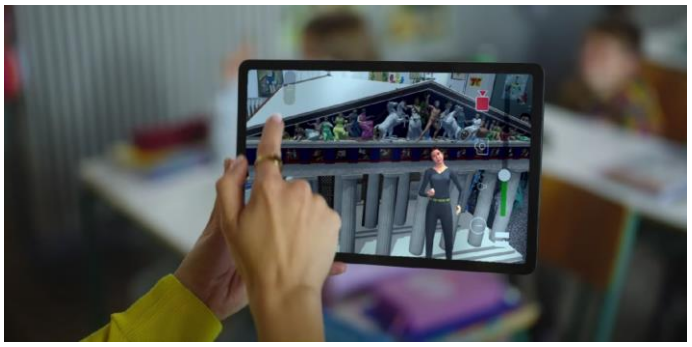
# References from projects

## Project COSMOTE Chronos

On site Experience



In class/anywhere in the world



3D Conversational

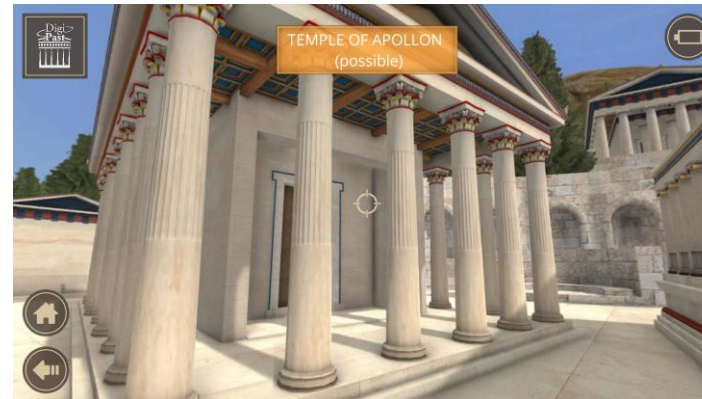
Avatar





# References from projects

## Digipast Kameiros



# talking about us

Η ΚΑΘΗΜΕΡΙΝΗ

ΠΡΩΤΟ ΘΕΜΑ

TA NEA

LIFO

in

ΕΝΙΧΕΙΡΩ

CNN  
Greece

THE ARCHAEOLOGIST  
CIVILIZATIONS OF THE WORLD

HELLENIC NEWS OF AMERICA



«Amazing idea»

Mr. François Hollande,  
πρώην πρόεδρος Γαλλίας





# teaming up

Projects - Partnerships - Research collaborations



# memberships

# Awards



**THE HELLENIC INITIATIVE**  
This company/partnership/project  
was a winner of the Venture Impact Award  
**2021**



ethos EVENTS 2023



**gi-cluster**  
a corallia initiative

**ELEVATE**  
**GREECE**  
national startup point



# management Team



**Michael Kokkinos**  
Founder/CEO  
20 years experience  
in tech sales



**Mitja Mlakar**  
CTO  
15 years in creative industry

**Angeliki Eleftheriou**

CMO  
17 years experience in tech  
& telco Industry



**Guido Vrola**

GM MOPTIL ITALIA  
15 years in creative industry



**Ilias Kountouris**

OPERATIONS  
10 years in tourism industry

