

COSMOTE CHRONOS

COSMOTE FITCE 2023 presentation

COSMOTE CHRONOS case

In cooperation with:



COSMOTE Chronos TVC & Demo videos

The full version of our TVC and the demo video explaining
the usage of the app step by step.





A hand holding a smartphone with a smiley face on the screen, surrounded by floating cubes and glowing lines in a dark, futuristic space. The background is dark with various glowing elements like cubes, lines, and a large blue shape in the top left and a green shape in the bottom right.

The backstage

COSMOTE 5G



It all started 2,5 years ago...

**COSMOTE 5G launched.
A GAME CHANGER that came to
transform our lives.**

Yet..

- People's perception was not there
- Lack of proper information & understanding by public
- Lack of 5G experience

COSMOTE 5G



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Need to showcase
the added value of 5G

**with a 5G use-case
in “real-life”**



What Use Case?

To find out, we turned back to our DNA.

LIGHTHOUSE & PROMISE:

To create “A better world for all,
through technology”

Technology

Digital company, offering digital solutions,
in many sectors, commercially & socially

Society

Consistent supporter of
Greek Culture, for decades



Technology + Culture

Offer something
BIG to society



The Acropolis



COSMOTE CHRONOS





COSMOTE CHRONOS App

An **innovative** application combining 5G, AR, VR & AI, which **brings Acropolis to life** in its former glory **for the first time**

With the companion of the **AI** digital tour **guide Clio**, it gives the user **one-of-a-kind** immersive, educational **experience**

Available to all wherever they are in **the world**, on the **Rock or at home** or at school, on **all networks** and all AR-compatible **devices**



COSMOTE CHRONOS App

Thanks to cutting edge technologies and 5G network,

Acropolis became the 1st in the world digitized monument with AR, VR & AI seamlessly combined all at once, over 5G.

The Path

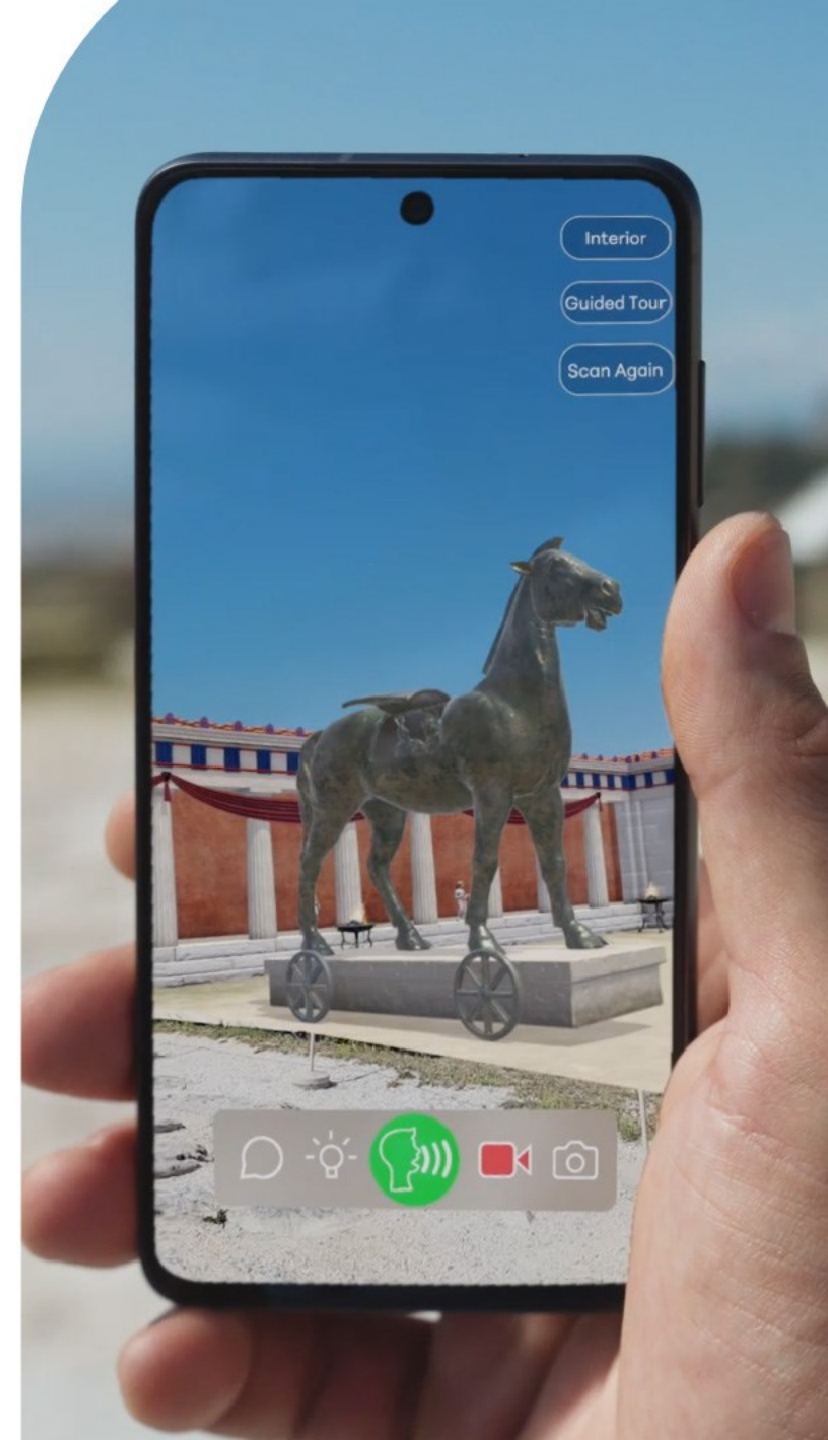
The initial & always-on challenge

Technological challenge

- A path never traveled before
- No other app to draw knowledge from
- Fairly new technologies, AI at a Pilot stage
- We set off for unknown territories

Acropolis magnitude

- This came with huge responsibility. Our cultural heritage
- The cradle of Western Civilization & Greek's National pride
- All information had to be precise, accurate, scientifically proven and validated.





The Team

For this, we worked closely with:

- The Ministry of Culture and the Acropolis Museum
- Professor Emeritus of History and Archaeology at the Kapodestrian University, Panos Valavanis and his team, for the scientific content curation
- Tech companies specializing in cutting edge technologies, like Moptil & Intelequia
- A team of 79 people inside/outside organization
- The app's scientific content was approved by the Central Archeological Council for its accuracy

We had the Green Light.



Innovation at the core

Created by combining cutting-edge technologies, all at once, hosted in a mobile app.

AR/VR/AI technologies were already used, but not together.

Special code was created to connect them, by linking features found in Gaming apps (AR/VR) with Artificial Intelligence

Enabling the simultaneous digital representation of the monuments (AR) and real-time conversation with Clio (AI).

This combination of AR/VR/AI is happening for the first time worldwide in culture.

Challenges lead to Innovation

A total of 9 challenges on 5 different levels -AR, 3D, 5G, AI, Devices- which led to 9 innovations.

- 1** AR & AI technologies combined
- 2** Automatic recognition of 5G/4G/WiFi network
- 3** Photorealism & shadows, making the experience ever more real
- 4** Accurate super-imposing of digital monuments on physical space.
- 5** 3D photorealistic digital reconstruction of best quality for thousands devices
- 6** Real time synchronization between Clio & all users during Group Tours
- 7** <200 MB app, despite heavy technologies & graphics
- 8** Battery saving & avoidance of device's overheating
- 9** Approved scientific content by the Central Archaeological Counsel





**After numerous milestones, tests,
twists, dead-ends, restarts...**

COSMOTE Chronos went live!

An App in Culture, both technologically
efficient & scientifically valid

Results

>250k

DOWNLOADS

98%

EVALUATED THE
USER EXPERIENCE
POSITIVE

90'

AVERAGE STAY ON PARTHENON
(FIRST 40 DAYS)

Used

ONSITE, OFFSITE,
AT HOME, AT SCHOOL



A better world for all.

COSMOTE CHRONOS is a great example of how technology can serve a Societal Role in education, dissemination of culture, digital inclusion and digital optimism moving forward to the future.





**Technology itself
can be a social citizen**
that creates A better world for all.
And we are here for this.

Thank you



COSMOTE

Ένας κόσμος, καλύτερος για όλους.

Member of  Group