



re:think creativity

ICT and tourism: gaming and creative technologies & applications



Presented by:

Dr. Nikos Vogiatzis
Corallia co-founder & chief Development & Operations officer
gi-Cluster Governance Council member





mission statement

become the first Greek creative industries innovation cluster

focusing on Gaming and Digital Content technologies & apps

leveraging Greece's competitive advantage

in Culture & Tourism



gi-cluster
a corallia initiative

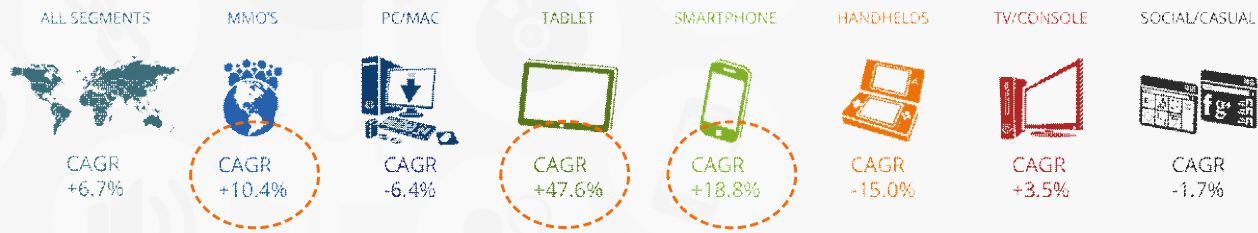


the global environment



gi-cluster
a corallia initiative

global gaming market



250+ Billion €
market with significant growth
forecast 2013 - 2016

Gaming is serious business



gi-cluster
a corallia initiative

EU apps market

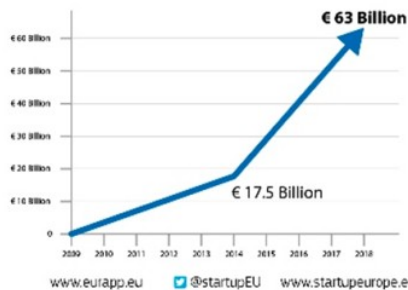
The € 63 billion app boom.

million jobs in European app sector by 2018.

games app developers lead the field:
28 EU leading companies created 40% of the
top 100 grossing apps in the EU and US.

European Commission The amazing scale of the European app economy

Revenues of € 17.5 billion,
rising to **€ 63 billion** by 2018





gi-cluster
a corallia initiative

content is king: 2018 network traffic forecasts

Content delivery networks will carry over half of Internet traffic

IP video traffic will be 79% of all consumer Internet traffic

Over half of all IP traffic will originate from non-PC devices

TVs, tablets, smartphones, and machine-to-machine (M2M) modules will have traffic growth rates of 35%, 74%, 64%, and 84%, respectively

Traffic from wireless and mobile devices will exceed traffic from wired devices

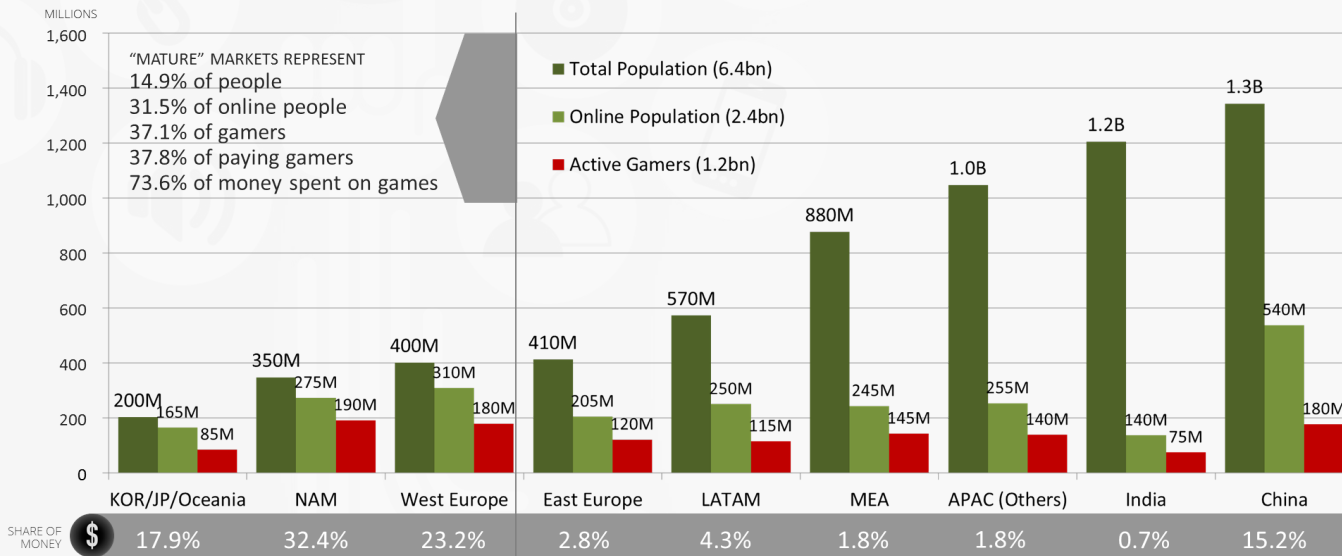
wired devices will account for 39% of IP traffic, while Wi-Fi and mobile devices will account for 61% of IP traffic



Global Population vs Gamers



Per region for the top 110 countries: Population, Online Population, Gamers, Money (2013E)





gi-cluster
a corallia initiative

sector potential in Greece

Growth potential: one of the fastest growing industries.

Job creation: employs a wide range of disciplines.

Exports: not affected by global economic crisis – high ratio of revenue.

Collaboration opportunities: strong interest among industrial, academic and research actors

Internationalization: global digital distribution channels.

Unique Selling Point: cultural & historical heritage = unparalleled content



gi·cluster
a corallia initiative

a growing ecosystem

>6000 talented professionals in a wide range of disciplines

Access to 630 mil. prospective customers in 190 countries

Exports >80% of revenue

collaboration~driven



gi·cluster
a corallia initiative



40 companies

10 academic ~ research institutions

>10 collaborative projects



gi-cluster
a corallia initiative

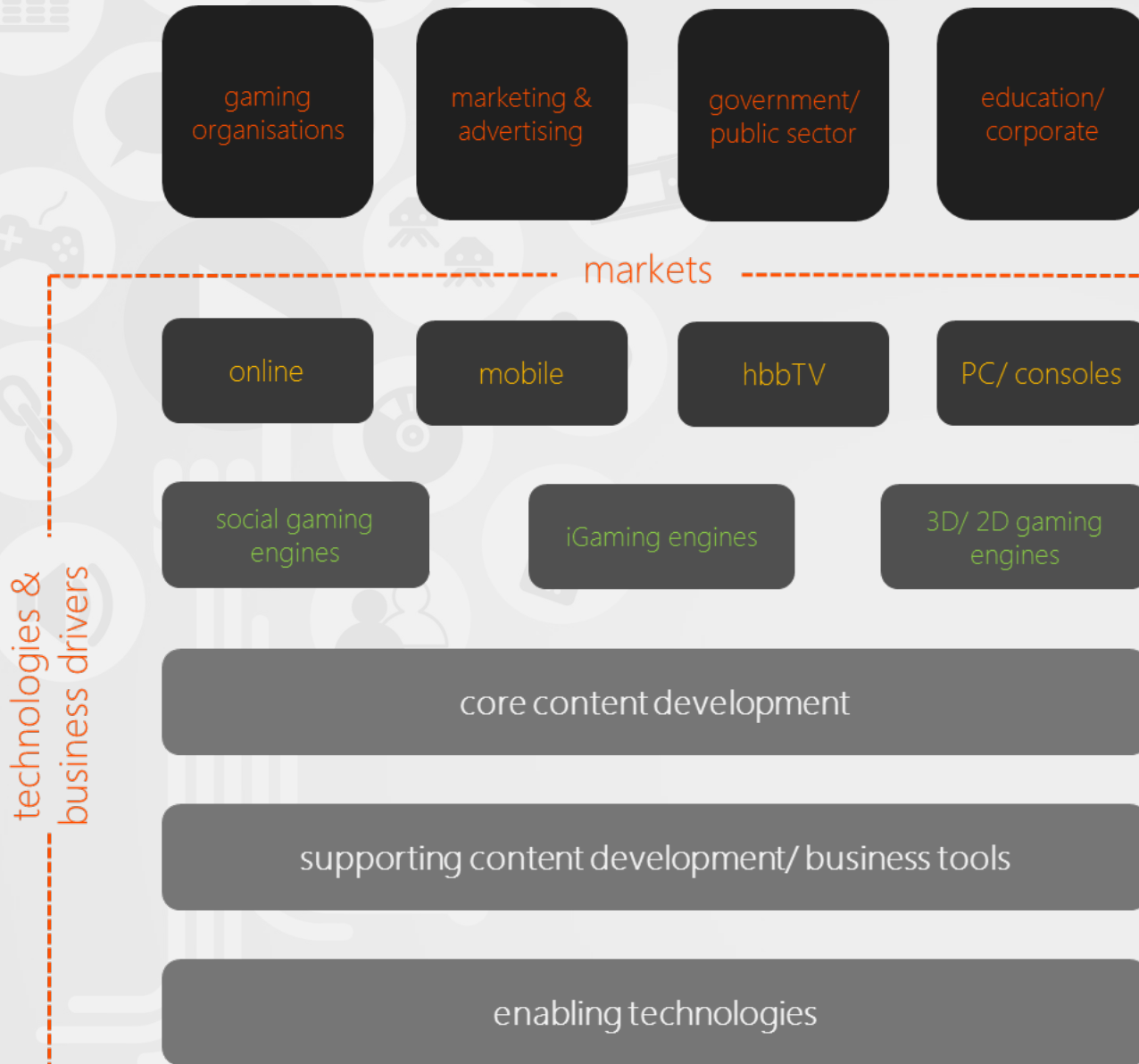


members

A grid of member logos including:

- intralot interactive**
- games** / **gaze**
- paspartu** Multilingual Translation Services
- kyttara tech**
- TEI ΠΕΙΡΑΙΑ**
- CODEFACTORY**
- intralot**
- simpleapps**
- GREEN**
- Verbillion**
- intelearn**
- TripArt**
- ΕΥ ΖΗΝ**
- IMAGINO**
- IEA** / **ILSP**
- immersion (FY)**
- icehole®**
- HGDA**
- ROTTEN FISH** game development
- loadin** software creations
- AVENTURINE**
- Innoetics**
- ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ** / **Εθνικών και Κοινωνικών Πανεπιστημίων Αθηνών**
- i.s.i.** Industrial Systems Institute
- AIT** CENTER OF EXCELLENCE FOR RESEARCH AND EDUCATION
- culturplay**
- JOY FOUNDRY**
- OWIWI** SERIOUS ABOUT GAMING
- in city** applications
- ΙΔΡΥΜΑ ΜΕΙΖΟΝΟΣ ΕΛΛΗΝΙΣΜΟΥ**
- iconplatforms**
- lightbuzz**
- lazyLand**
- LANCOM**
- inspiring career**
- VERMANTIA** Immersive Gaming
- micro LAB**
- mobics**
- 3 TREBBBLE**
- FLIPPED HORIZONS**
- eyelead software**
- accysonus**
- DNA**
- internetq**

cluster technologies & biz drivers



[about the facilitator]



Corallia is the first cluster facilitator established in Greece within Research Center Athena for the structured and systematic management and development of clusters, with the strategic aim to develop cohesive and productive innovative ecosystems within which actors operate in a coordinated manner, in specific sectors and regions of the country, where a competitive advantage and export orientation exists.

Corallia acts as a catalyst creating favorable conditions for clusters to expand and make effective use of and promote Hellenic innovation, at both national and international level.



K P I s [2 0 1 2 - 2 0 1 4]

1	Number of undertakings, Cluster's members	+240%
2	Number of SMEs, Cluster's members	+270%
3	Number of academic and/or research organisations, Cluster's members	+100%
4	Total number of patent applications filed by the undertakings cluster's members	+15%
5	Total turnover (related to the Cluster's scope of activity) of all the undertakings, Cluster's members	+15%
6	Research and development expenditure of the undertakings, cluster's members, as a share of their total turnover	+10%
7	Total number of employees in the undertakings, Cluster's members	+17%
8	Percentage of postgraduate or PhD degree holders in the undertakings, Cluster's members	+31%
9	Total income of the undertakings, Cluster's members, from exports directly related to the Cluster's scope of activity	+19%
10	Investments from private investors	+49%
11	Total No of quality certifications of undertakings, Cluster's members	+100%



gi-cluster
a corallia initiative

cluster research priorities ~1

AI applications and User-modelling in serious games, Pervasive gaming, Interactivity issues, Augmented reality, Visualization techniques, Human-computer interaction.

cluster research priorities ~2

Adaptive learning and player experience, analysis of player's facial expressions, gestures, body stance, gaze, speech content and prosody and physiology, synthesizing/reproducing player affect in the game environment, adapting to player affect/player experience/satisfaction via procedural content generation.



gi-cluster
a corallia initiative

cluster research priorities ~3

Trust, Privacy and Reputation, Architectures for leveraging Virtual Worlds capabilities, Integration of VW applications with enterprise IT systems, Information retrieval and data mining mechanisms;

cluster research priorities ~4

Monetization, Modelling and trading systems in virtual worlds, VW Applications in real life domains: health, education, cultural heritage, the environment and government services. Social Networks interoperability; Interoperability and application portability between Virtual worlds and social networks.



gi·cluster
a corallia initiative

strategic roadmap 2020

gaming potential. Bridging of Gaming Technologies with Cultural & Tourism Industries. Immense variety of mediums & interactive tools from handheld devices to planetariums and the film industry. Promotion of multimedia digital content.

gamification – a “serious games” trend.

Education & training. Business simulations. Human Resource management. Health and exercise. Media and Advertising.

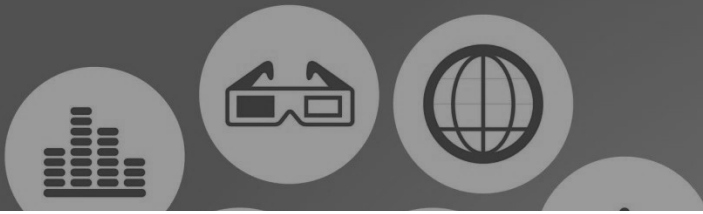
cutting-edge R&D. Novel mechanics for user interaction with the virtual world. Integration of new technologies for Social Networking. Adaptation of dynamically generated content depending on experience/ user satisfaction/ adaptive learning



Clusters & Tourism

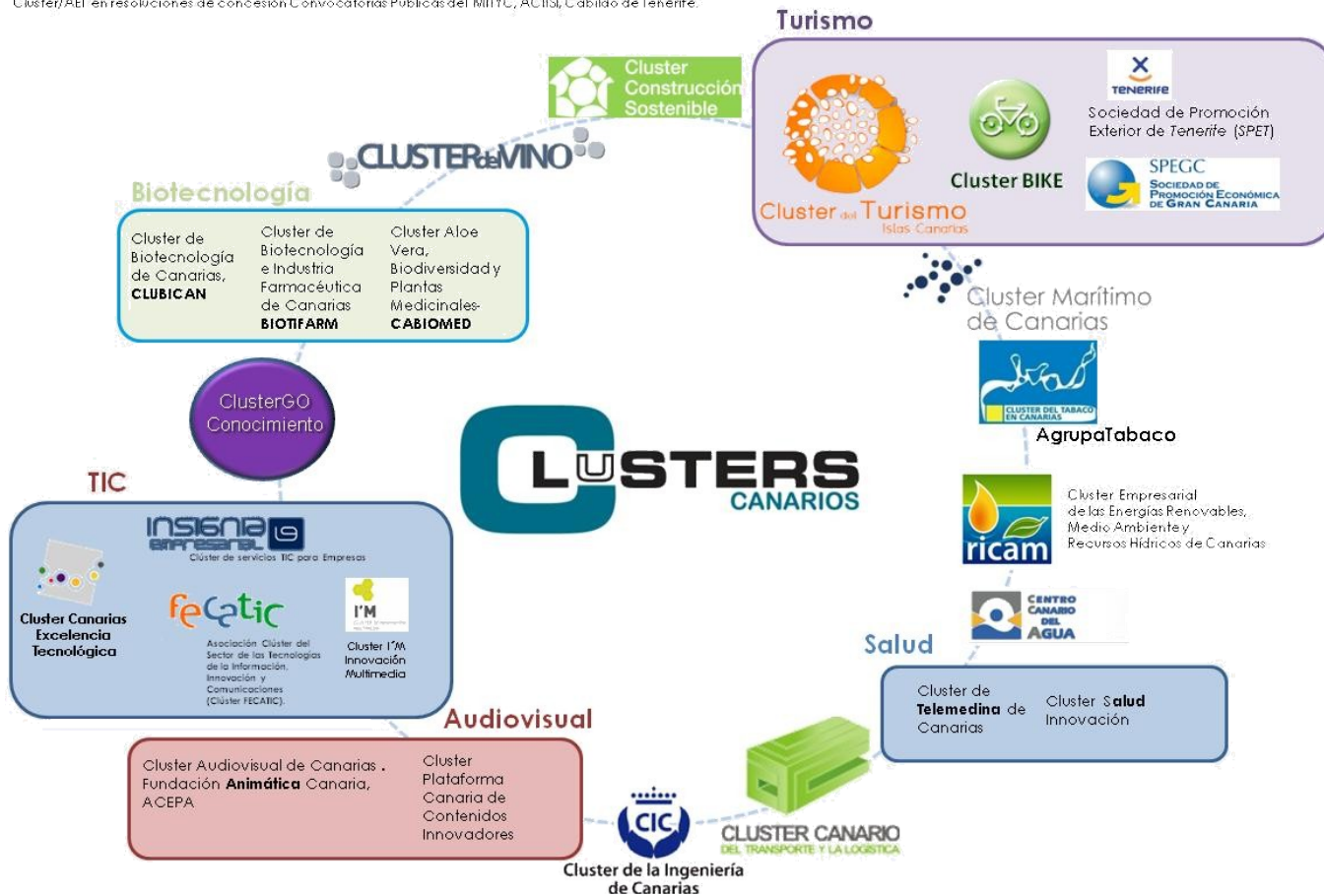
best practices

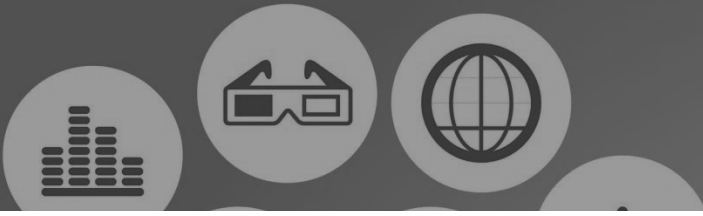




good practice #1: Canary Islands

Cluster/AEI en resoluciones de concesión Convocatorias Públicas del MITYC, ACIISI, Cabildo de Tenerife.





good practice #2: Balearic Islands

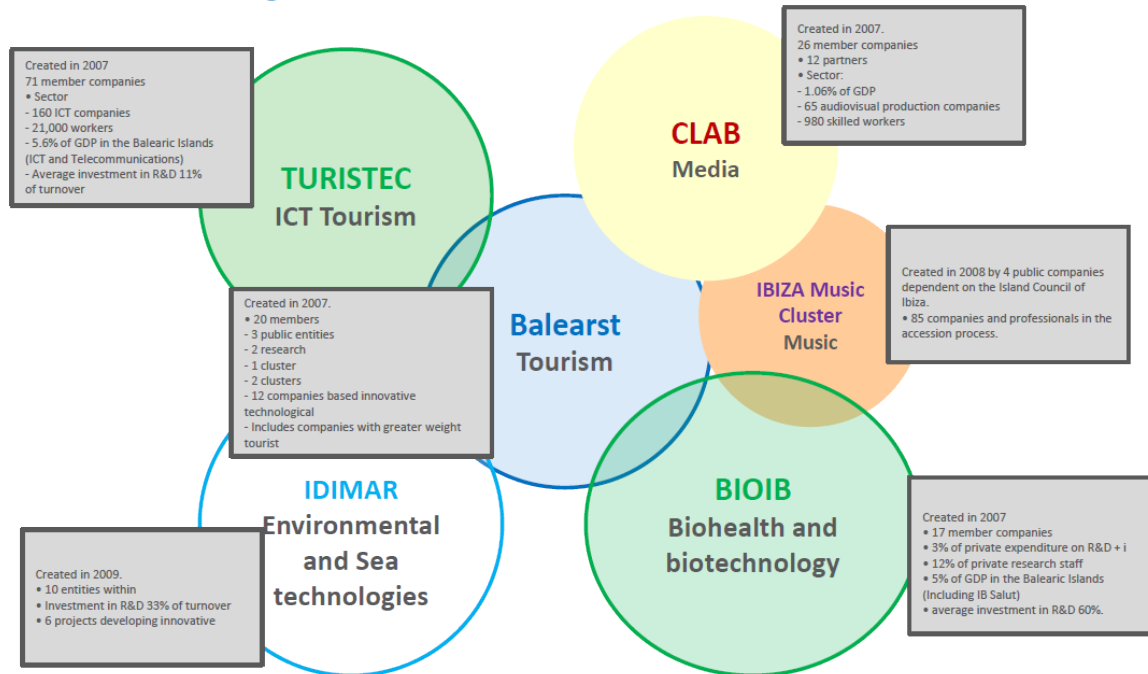


Smart Specialization in Balearic Islands

Regional innovation pattern...



... That have been materialized in **CLUSTERS** of companies that develop technologies related to tourism ...





‘Under this new strategy, we are striving for the renewal of services offered, products, and destinations as well as the diversification of the demand and the distribution network both within the traditional market of Europe, and in newly emerging-markets ranging from Eastern Europe to China, India and Brazil, in accordance with the interests of consumers-tourists.’

the case of Greece: an all-inclusive development model





Culture & Tourism in Greece

bridging gaming technologies with traditional markets



gi-cluster
a corallia initiative



gi-cluster
a corallia initiative



tourism

Services and applications designed to support the tourism industry, targeting both the tourists and the service providers.



all-in-one mobile app solution for SME hotels

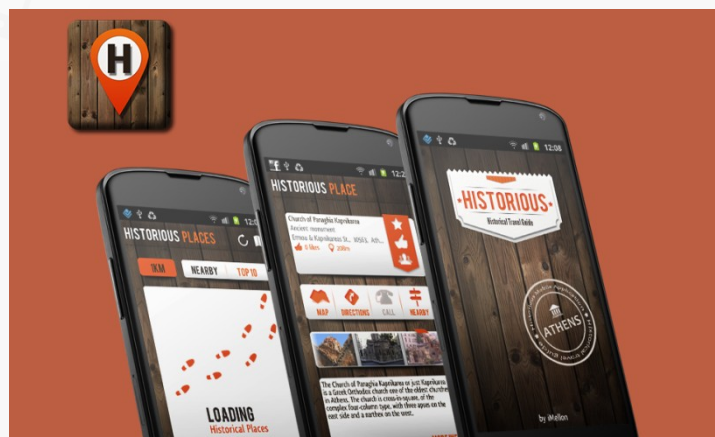


digital signage



infotainment/ edutainment mobile apps

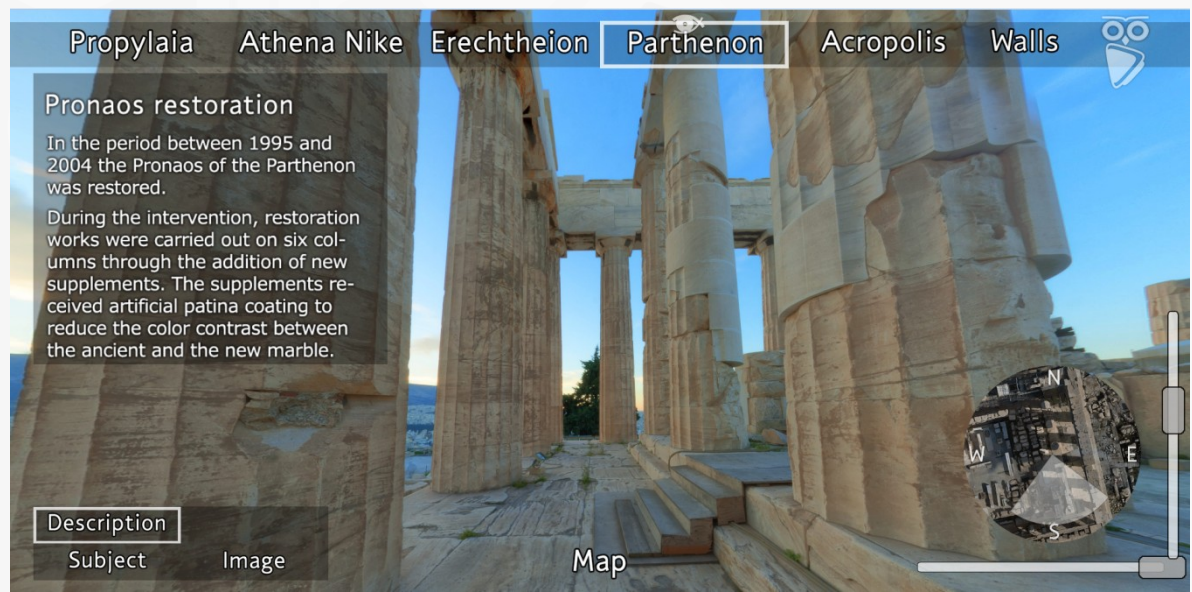
Infotainment/ edutainment mobile applications, which inform and educate users about a specific region or city about its historical and cultural heritage while offering useful tips for interesting sites to visit.





virtual tours

Development of web applications that allow users to take a virtual tour of archaeological sites in an interactive way.





gi-cluster
a corallia initiative

proximity-based apps

for mobile devices (smartphone, tablets) that are designed to inform users on nearby points of tourist and cultural interest, while also offering integrated reservation or advance purchase of tickets service.

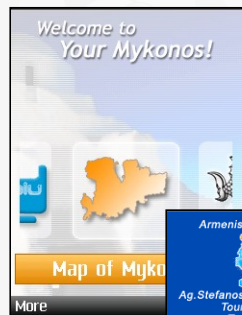
Other utilities may include:

map view and directions to the selected point of interest via public transportation;

✓ useful information such as weather, traffic, recent news from the region etc.;

✓ reward mechanism offering special offers to the users of the app;

list of accommodation & catering facilities and other entertainment options in the region and click-to-call button





gi-cluster
a corallia initiative

digital signage

Digital Signage is a form of electronic display of information, advertising and other messages using new technologies. The projection information using digital signage is a form of out-of-home information, in which content and messages that appear are particularly designed to provide targeted messages to specific locations at specific times. This is commonly called «digital-out-of-home» or DOOH.

It offers interaction between the consumer (receiver) and a brand (sender), thus allowing study of consumer information - advertising through screens and touch surfaces and special interactive content, such as animations, categories menu, games entertaining and informative.



Digital signage
installation
at the Port of Piraeus



gi·cluster
a corallia initiative

culture: the “Amphipolis” brand name

Development of MMORPG games with content based on Greek mythology and ancient Greek history





acknowledgement

gi-Cluster activities are co-financed within the framework of the Project "Establishment and Operation of the Gaming Technologies and Creative Content Cluster", designed and coordinated by Corallia as the gi-Cluster Facilitator. The Project is co-funded from national funds and the European Regional Development Fund through the National Strategic Reference Framework 2007-2013, within the framework of the OP "Competitiveness and Entrepreneurship" (OPC II) and the ROP Attica 2007-2013 with the message "regions at the center of development" as part of the nation-wide Pilot Phase Action Range "Creation of Innovation Clusters - A Greek Product, A Single Market: the Planet".

regions at the centre of development

Co - financed by the Hellenic Republic and the European Union - European Regional Development Fund, in the context of the O.P. Competitiveness and Entrepreneurship (OPC II) and the R.O.P. Macedonia - Thrace, Crete and the Aegean Islands, Thessaly - Sterea Ellada - Epirus, Attica

BRONZE

Cluster Management Excellence

STRIVING FOR CLUSTER EXCELLENCE



Thank you for your attention!

For any further information, feel free to contact us:
info@gi-cluster.gr | www.gi-cluster.gr

