

«Στρατηγική έξυπνης εξειδίκευσης Περιφέρειας Κρήτης – Πιλοτικές δράσεις στον τομέα του Τουρισμού»

Mobile & Web εφαρμογές για την προώθηση του θεματικού τουρισμού

Ηράκλειο
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Γιάννης Χαραλαμπίδης
Business Development

Επιστημονικό & Τεχνολογικό
Πάρκο Κρήτης
Τ.Θ. 1447, Βασιλικά Βουτών
71110 Ηράκλειο Κρήτης
Τ: 2810 391861
F: 2810 391860
www.noveltech.gr
e-mail: jchar@noveltech.gr



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GUIDE

- Points of Interest
- Pictures, Videos, Documents, Audio, Panorama 360,
- Augmented Reality functions
- Routes



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Областна администрация

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ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ

TRIP PLANNER
MY PLACES
MAP
CALENDAR



www.jti-rhodope.eu

Medieval fortifications of Avanta - Evros



In a short distance from Alexandroupoli, about 8km, in the village Avanta, you can see over the hill the ruins of mediaeval and Byzantine fortifications. The family of Gatalouza from Genoa, which in 1380, during the Fourth Crusade, built fortifications to protect its interests, towers and parts of the walls that date back to the early 14th century. The fortifications have great political importance as they control the valley and the Kerkiras and the interior of the Rhodope massif. On the hill village Avanta, there were preserved three towers of the approximately 200 soldiers. The hill of the fortress presents and the ancient times. The area have a large number of ruins especially at the castle of Avanta and at some point, the path but the towers are visible from the road.

Medieval fortifications of Avanta 1

Medieval fortifications of Avanta 2

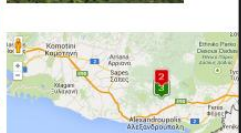
Medieval fortifications of Avanta 3

Medieval fortifications of Avanta 4

Medieval fortifications of Avanta 5

Medieval fortifications of Avanta 6

Medieval fortifications of Avanta 2



Select a region: Select language: English

JTI Traveler's Guide [beta]

Haskovo Region



CULTURE **RELIGION** **NATURE** **DESTINATIONS** **EVENTS** **PROFESSIONAL** **ACTIVITIES** **ROUTES** **MAP** **PHOTOS**

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Haskovo is one of the richest regions with historical and architectural places. Declared and announced immovable cultural properties are numbered 597, of which 39 are of national importance. The area is extremely rich of immovable cultural property, which are prehistoric and especially from Early Thracian Era (11-6 century BC).

The modern landscape is very different from what it was in the fifth - sixth centuries. Until the sixteenth century (XVI), the region is covered with dense ancient forests, the rivers are considerably deep. Although undergoes minor changes, the climate has always been favorable for the development of agriculture and rearing cattle. Excellent living conditions on these lands since ancient times, compensate the risks to live on a crossroads through which periodically undergo many conquerors, sowing death and destruction.

The favourable climate, beautiful and clean nature, and unique flora and fauna are a key factor behind the development opportunities of tourism in Haskovo region. The region has a leading position in the country in terms of agricultural areas with permanent crops, especially vineyards. Bulgarian wine producers offer their products more successfully in the international market. Many of them opened tasting rooms and offer guests the opportunity to enjoy the superior quality taste and aroma of Bulgarian red and white wines.

Another prerequisite is the rich cultural heritage of the region: the architectural and building monuments of ancient and medieval architectural sites, monuments of the Renaissance (castles, monasteries, churches and old houses), historic sites and museums. Population of the region has a specific way of life, traditions, customs and crafts.

"Defileto"


Protected area since 1973 to preserve the thermophilic and sub-Mediterranean oak forests, riparian willow formations and animal species. Spread over 1,273.22 hectares.

Monument Dimitar Ivanov - Litsa, Haskovo

Dimitar Ivanov Litsa (1888-1953) was the first artist Haskovo after the Liberation, who was born, lived and worked entirely in his home town of Haskovo. The monument was inaugurated on...

Silk Museum of Soufli

Rating: (0)



The Silk Museum details the phases of sericulture and silk industry. Operated by the Pirovano Bank Group Cultural Foundation and is located in a neoclassical building of 1898, the mansion Kourdi, located in downtown Soufli, which was renovated and opened in September 2008.

In the museum you have the opportunity to learn the history of natural silk route from China to Europe. It also shows all the phases and stages of the pre-industrial process of rearing silkworms (sericulture) and processing of silk (silk), in the socio-economic context that made the region an important center of silk in Greece (late 18th and 20th century).

The documentary highlighted here help connect the sericulture and silk industry with specific spatial and temporal context.


In the section "Costumes Soufli" will admire unique accessories of Soufli costumes. Young visitors have the opportunity to see reconstructions of all stages of silk processing. The Museum organizes educational programs with games and activities for schools and group visits, such as the "Come to weave", where children are taught the cycle of sericulture, the process of weaving and dyeing of silk.

From March 1 to October 15: Daily (except Tuesdays) 10:00 am - 18:00 pm
From October 16 to February 28: Daily (except Tuesdays) 10:00 am - 17:00 pm
Closed: January 1, January 16 (Name day of Patron Saint Athanasios), Holy Friday (until 12:00), Easter Sunday, May 1, August 15, December 26 and 28.

Ticket: # 3, Reduced ticket: # 1.5

Organized visits for better service to visitors groups should be preceded prior arrangement with the Museum. Persons with disabilities (PWD): The entrance for persons with disabilities are free for group visits. It is necessary the prearrangement with the Museum.

Mr Athanasios Alexopoulos




Map date: 02/01/16, Browsers: Google, Terms of Use, Report a map error

Address
Eleftherias Venizelou street, 73 604 00 Soufli

Contact information
<http://www.pirovano.com/MuseumNetwork/MuseumIndex.aspx?infomuseum.aspx>
33025940 23/00

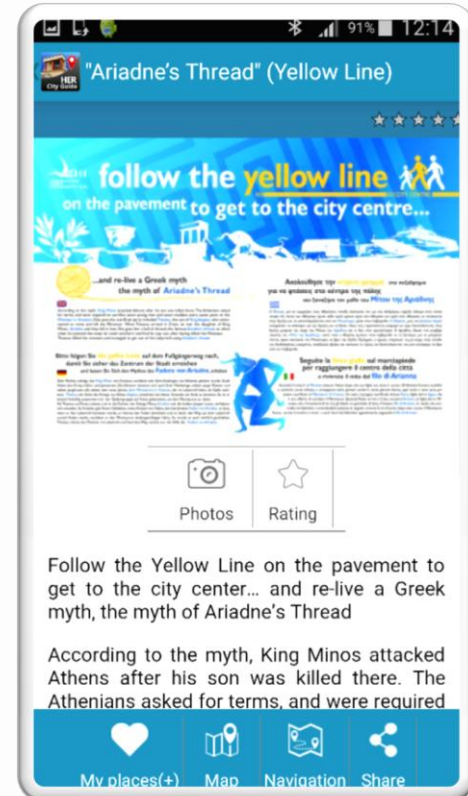
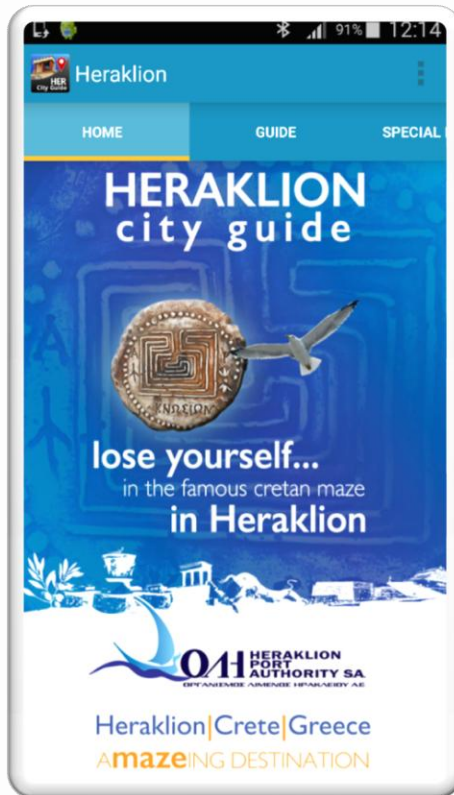
Gallery **3D** **Sound** **Youtube** **Giphy**



Case Study

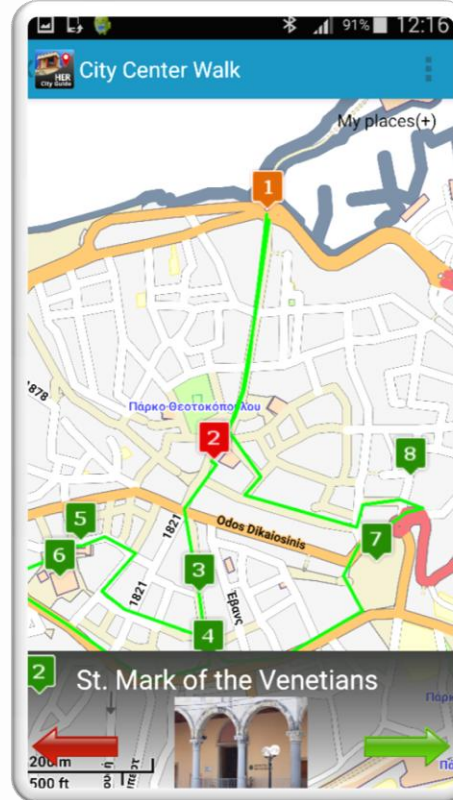
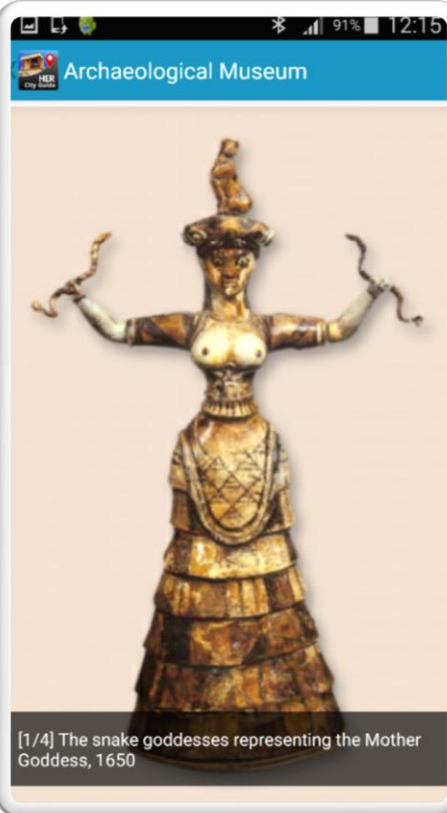
Heraklion Port Authority

Mobile App - Guide



Case Study Heraklion Port Authority

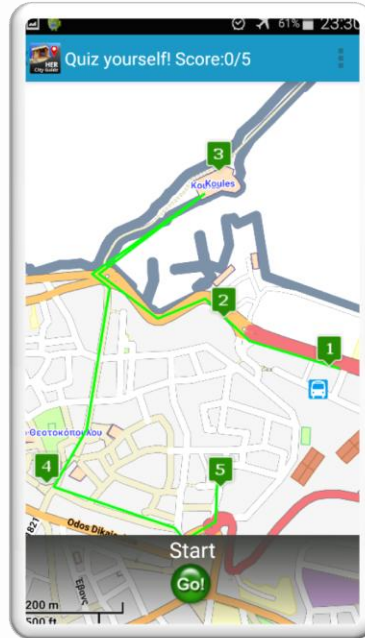
Mobile App – Map & Guided Routes



Case Study

Heraklion Port Authority

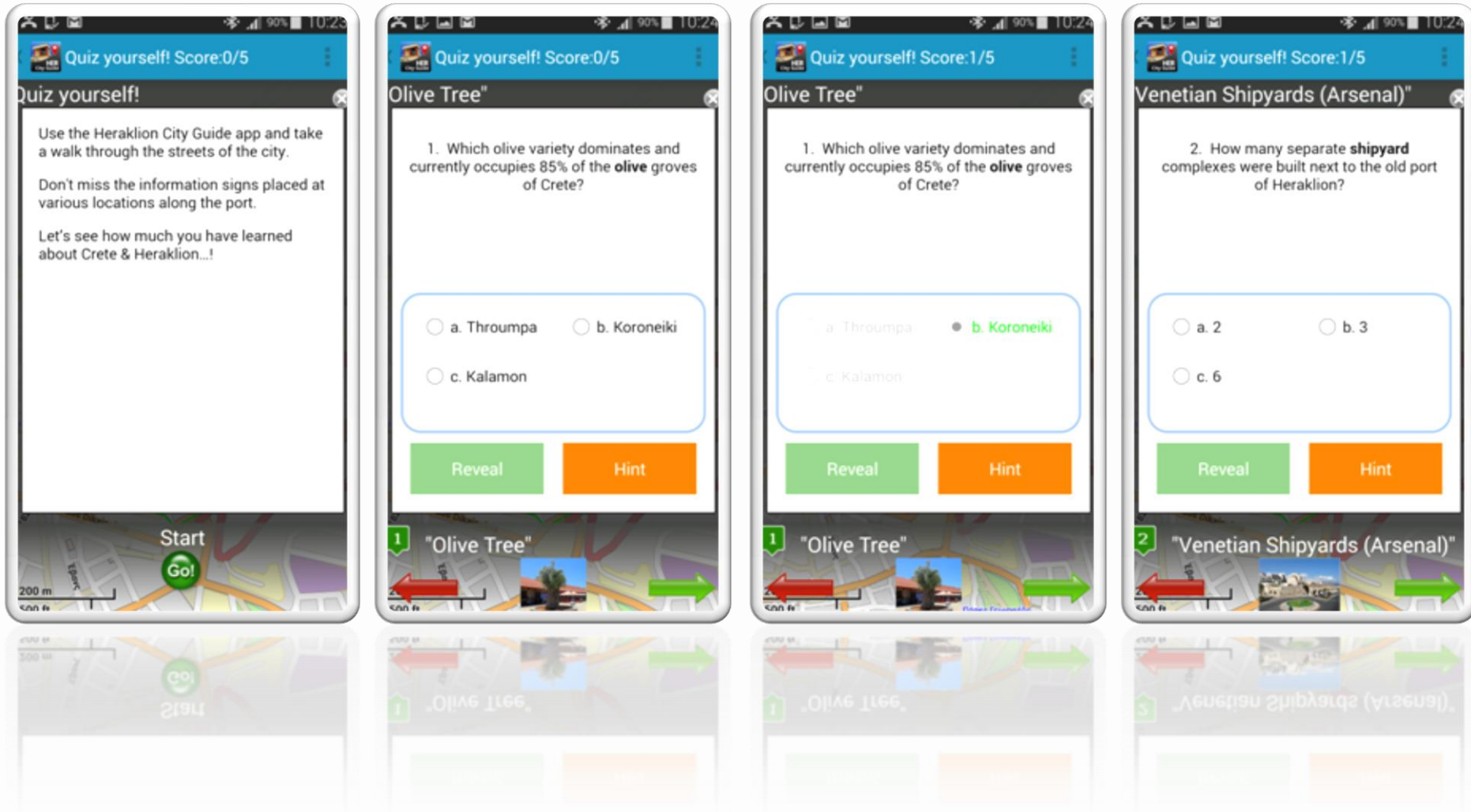
Mobile App – Quiz (explore the city)



Case Study

Heraklion Port Authority

Mobile App – Quiz (explore the city)



Case Study Heraklion Port Authority

PORT – CITY CENTER “Connecting the dots”

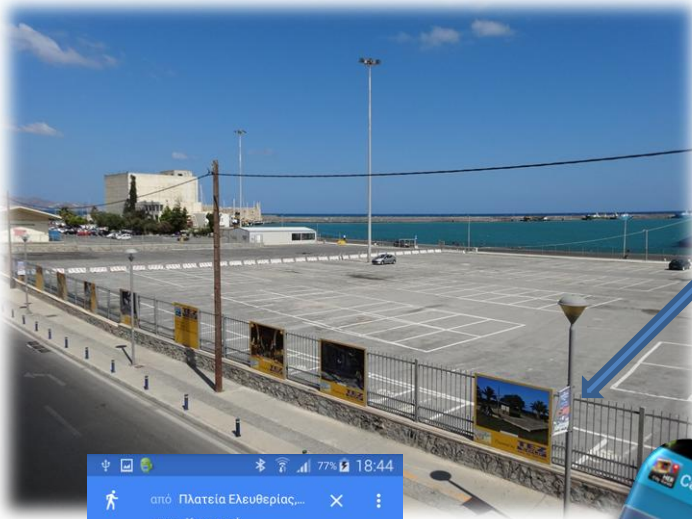
- 1 Passenger station
- 2 “Cretan Herbs” Project
- 3 “Secret Heraklion” Project
- 4 “The Olive Tree” Project
- 5 “El Greco” Project



Case Study Heraklion Port Authority

(3) SECRET HERAKLION PROJECT

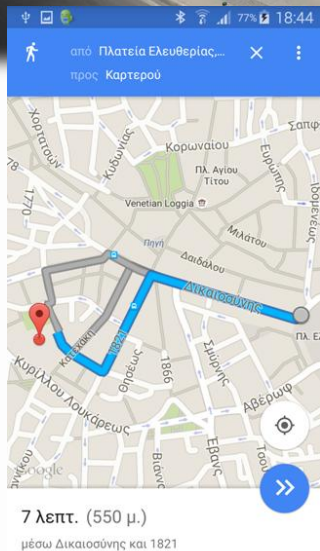
We use QR codes in order to give more information and route directions



Passengers route
to the city center



Cathedral of Saint Minas
Scan this for more info
& route details



Case Study Heraklion Port Authority

(4) OLIVE TREE PROJECT

“THE OLIVE TREE” PROJECT

480 Years Old

7000 Kg

Oil for 1.800.000 Greek Salads so far!



Case Study Heraklion Port Authority

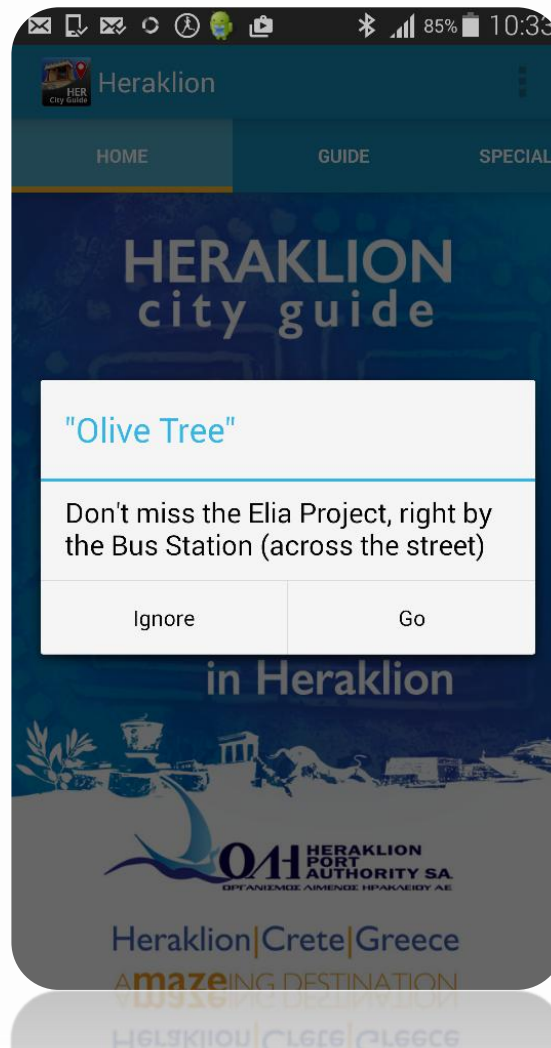
(4) OLIVE TREE PROJECT

The problem: Passengers don't pay attention to the olive tree project



“Olive tree” project

Passengers route to the city center



The SOLUTION:
we installed BEACONS in order to notify passengers



Case Study Heraklion Port Authority

(4) OLIVE TREE PROJECT



We use QR codes in order to give more information and route directions

Augmented reality: Users, scan the sign in order to get more information



Case Study Heraklion Port Authority

(4) OLIVE TREE PROJECT

Downloadable files
with local recipes

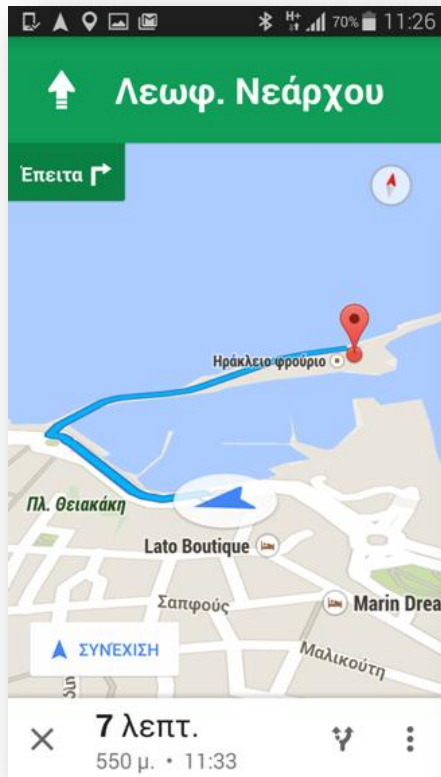
Video for the Cretan Diet



Social media integration

Case Study Heraklion Port Authority

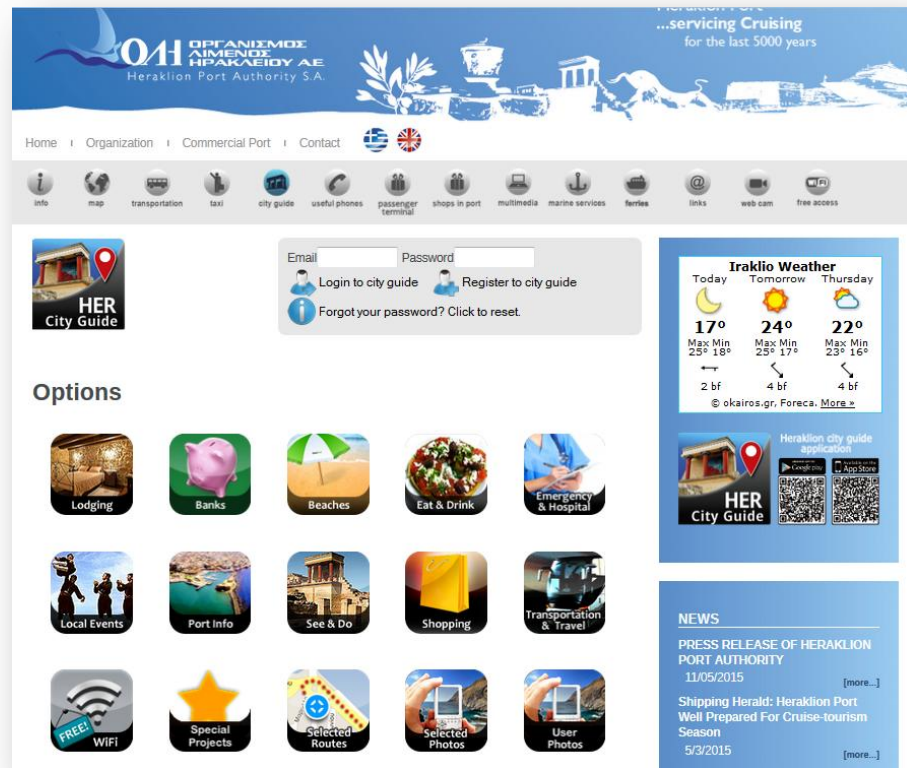
LOCATION BASED AUGMENTED REALITY



Case Study

Heraklion Port Authority

Integration with the existing Web Site





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Travel Publishers

- ▶ **Generate revenue**
(Bookings, coupons)
- ▶ **Increase brand visibility**
- ▶ **Single or multiple destinations in one app**
(cities, regions, countries)
- ▶ **Data synchronization with existing databases**
- ▶ **Online features are branded and published under your domain name**
- ▶ **Promote local partners**
- ▶ **Detailed analytics**



Telecom Operators, Airlines, Ferries

- ▶ **Guides for all of your destinations**
- ▶ **Increase brand visibility**
- ▶ **Promote local partners**
- ▶ **Generate revenue**
(Bookings, coupons)
- ▶ **Value-added service that drives ARPU**
- ▶ **Build stronger relationships and engage with your customers**



Tourism Boards & DMO

- ▶ **Promote your destination**
- ▶ **Understand your visitors**
- ▶ **Offer your visitors a personal guide**
- ▶ **Complete experience**
(Web Portal, Mobile App, QR)
- ▶ **Rich travel Guide & suggested tours**
- ▶ **Promote local businesses**
- ▶ **Multiple languages**
- ▶ **Wide range of marketing features**
- ▶ **Simple and fast implementation**



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17:05	Gasablan	KL1026	Gate op
17:15	Astana	AF3672	Gate op
17:30	Amsterdam	UA115	Gate op
17:50	New York	AM6045	Gate c
18:00	Newark	KL1024	Gate
18:00	Paris CdG	KE908	Gate
18:10	Amsterdam	XM5233	Gate
18:50	Seoul	KQ101	Gate
18:50	Milan-Linate	AT675	Gate
	Nairobi		

Tour Operators & Travel Agencies

- ▶ Build stronger relationships and engage with your customers
- ▶ Increase brand visibility
- ▶ Reduce costs
- ▶ Trip overview & travel documents
- ▶ Itineraries & travel guides
- ▶ Sell excursions and other services
- ▶ Integration with existing systems
- ▶ Promote local partners

Local Government, Chambers, Cruise Ports

- ▶ Offer your visitors a personal guide
- ▶ Promote your destination
- ▶ Rich travel Guide
- ▶ Complete experience
(Web Portal, Mobile App, QR)
- ▶ Single or multiple destinations for cities, regions and countries
- ▶ Promote local businesses
- ▶ Multiple languages
- ▶ Simple and fast implementation



Hotels & Resorts

- ▶ Hotel information
- ▶ 24/7 Virtual concierge
- ▶ Local travel guide
- ▶ Guest satisfaction
- ▶ Promote local partners
- ▶ Increase loyalty
- ▶ Reduce costs

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HALL 8.1 I49	 MOBILE WORLD CONGRESS



 MOBILE WORLD CONGRESS Barcelona 25 - 28 February 2013	 NOVELTECH καινοτομία στην πληροφορική
Greek Pavilion – Hall 8.1 Application Planet – Stand 8.1K30	



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φορέων

Στρατηγικός
σχεδιασμός



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κλίμακας

Δεσμεύσεις που
επιβάλλει το
πρόγραμμα

Διαδικασίες και
χρόνοι υλοποίησης

Βιοσιμότητα
μετά το τέλος των
προγραμμάτων



*“A person who never made a mistake,
never tried anything new”*

Albert
Einstein

Yannis Charalampakis

Science & Technology Park of Crete

Nikolaou Plastira 100, Vasilika Vouton,
700 13

Heraklion, Crete, Greece

<http://www.noveltech.gr>

info@noveltech.gr

Tel.: +30-2810-391861

Fax: +30-2810-391860