Cultural Promotion

Geoinformatics (GI) company is active in the area of Geographic Information Science (GIS).
It participates in a Joint Venture Scheme with the companies Geoinformation SA and Geocom SA.
It represents both companies from 2017 and on and has the task of restructuring and merging their products, services and integrated solutions. **GI** has been established in late 2016. Geoinformation SA has been established in 2002, dealing with GIS. Geocom SA is a subsidiary company of Geoinformation SA, dealing with Communication Technologies, acquired in 2007.
Both companies, were till 2012, members of one of the biggest media groups in Greece.

GI company's objective is to develop pioneering services and products, setting as its main orientation, cooperation with leading research institutions and companies.
GI Team consists of graduates with high educational level, MSc or PhD degrees.

GI focus its activities on Indoor Locationing Solutions and Services. It aims at providing to every customer of its clients, the most customized and personalized experience possible, on every single visit. **GI** is the Authorized Vendor of Zebra MPact Technology and Aisle 411 Solutions, for Greece. **GI** provides Spatial Decision Support Systems solutions, for Cultural and Tourism promotion, Waste management and Geodemographics. It also offers B2B cartography products.

Gi GEO
INFORMATICS

MPact your visitors

THE CHALLENGE

Demands and needs of visitors at a location have changed significantly in recent years. In the past, a visitor was limited to a simple collection of information from a non-interactive web site.

Today, new technologies offer the ability to seek highly detailed information and through photos, videos and three dimensional images, to form an impression of the area before actually visiting. For this reason, a foremost priority is to digitally promote cultural centers for interested visitors by using advanced technologies.

THE SOLUTION

The proposed System involves the development of a Web Portal for enhancing and promoting cultural infrastructures, of Public or Private Organizations, using new technologies. The system will consist of a set of applications which will interact:
I A Cultural Web Portal
I A Cultural Web Map
I Virtual Tours

The Cultural Web Portal will be the central application, through which visitors will have access to the others.

The users will be able to structure the application's content, with their comments and opinions, upload photos, participate in polls, etc. Along the basic mapping infrastructure, oblique aerial photographs can be used, giving the feeling of flying in a three-dimensional environment.

The system allows also Virtual Tours in selected areas of cultural interest. Exploiting points of interest with high-resolution panorama images, air videos and photorealistic three-dimensional model sallow the user to be immersed in the area.