



**Athens digital week**

**16/10-19/10**

**Technopolis**

**Organized by the City of Athens and Athina 9.84**



## **Athens digital week**

*The biggest multi-event of technology that  
has ever  
been organized in Athens*



Public

The Athens Digital Week invites all people to meet and familiarize with technology. At the same time, it also targets more specialized groups such as:

- Students
- Gamers
- Designers
- Programmers
- Visual artists
- Bloggers



**Communication data**  
(01/09 - 19/10)

## **General plan of Communication sponsors**

- Newspapers: 102 pages
- Journals: 120 pages
- Radio: 980 spots
- Television: 1080 spots
  - Outdoor: more than 250 spots

## **Free Press ADW**

### **Contents**

interviews, new technologies presentations, competition information, Technopolis program, Events program, 'gadget of the week', presentation of new artists

### **Time of Release**

end of September and first week of October

### **Distribution**

Central squares and network of supporters of Athens Digital Week

ATHENS  
DIGITAL  
WEEK

Technopolis  
16/10-19/10





## Technopolis

### 8 Thematic areas

- Gaming
- Visual Arts
- Robotics
- Digital Music
- Open source
- Modding
- Space
- Telecoms

Expected visitors

**8.000-10.000** p/per day

**12 hours - 4 days**

Total: **40.000 people**

**Free entrance!**

Technopolis entertains... and invites everyone to discover through 4 organized zones:

- **Talk zone**  
Speeches, panels and lectures about new technologies with a live dialogue and audience involvement
- **Live zone**  
Projections, shows and demonstrations, live presentations
- **Experience zone**  
Expression, familiarization, training, interaction with technology.
- **Event zone**  
Digital music at its very best





**Gaming**

Room Δ12

Live competitions and national championships

Counter-Strike, Warcraft 3 DotA, Call of Duty 4, Counter-Strike

Source, Trackmania, Quake, PES 2008, FIFA 2008

**4** full days of the absolute gaming experience for the fanatics of gaming with free participation via pre-registration and mini championships with plenty of winners.

Consoles, pc games and online games will introduce the visitors to the magic world of gaming





## Gaming



## ESWC (ELECTRONIC SPORTS WORLD CUP MASTERS)

- ESWC (ELECTRONIC SPORTS WORLD CUP MASTERS)
- For the first time in Greece the ESWC Masters (Electronic Sports Word Cup) will be organized.
- Last edition of the ESWC International events were organized in Paris/France and San Jose/USA.
- International gaming competition on 2 games (Quake, Warcraft) gathering 32 international champions coming from more than 20 countries (from all over Europe, Korea and USA).
- The winners will receive 30,000 US\$ of prize money and will win their qualification for the upcoming ESWC Grand Final (in Silicon Valley last year).
- Stage Matches will take place on Friday and Final Games on Saturday before the main DJ set event σε stage in Technopolis and it is open to the public with media event dimensions (speakege, screen).
- Worldwide event covered by international media (internet & TV).



## Technopolis Talk Zone

4 days

11.00-21.30

### Sessions :

- o Personal Data, Security and e-commerce
- o Green ICTs
- o Greek Innovation
- o Communities in Action (Hacktivism)
- o The Future OS: Microsoft Vs Apple Vs Linux
- o Man in Space (Astronomy)
- o Presentation of animated movie using Open Source, Blender Institute
- o Official presentation and launch of PC Game Dark Fall, by Greek developers

### Speakers:

- o Scott Ross, CEO Digital Domain.
- o Max Spevack, Fedora Project Leader
- o Enrico Valenza, Blender Institute
- o Greek University Professors
- o Spokespeople of various internet communities
- o Greek Members of Parliament
- o Journalists



## Technopolis Events

4 nights

4 events

3.000 άτομα

**Thursday 16/10** Orchestral Night

**Friday 17/10** DJ Olga Kouklaki



## Events

4 nights

4 events

3.000 people per  
night

### Saturday 18/10 Djs – Vjs shows

Gaming Finals

Electropop Party ‘ Marsheaux’

### Sunday 19/10

Micro

Greek Electronica



## Live Zone

Every thematic area is communicated independently through online communities and forums

## Areas

- o **Visual Arts**
- o **Robotics**
- o **Modding**

Demos, beta testings, installation room and spectacular live shows.

### **Visual Arts**

Show reels from advertising companies and students of graphic design

Installations Art

Character Synthesis area with creative use of projectors and on the spot creation

Mini workshops for the use of software in the creation of visual arts (eg. Autodesk MMaya, 3dsmax, Mudbox, MotionBuilder, Pixologic Zbrush, Luxology Modo)

### **Modding**

Thematic exposition of modding projects

Overclocking Live show with the participation of internationally recognised Greek Overclockers

### **Robotics**

Robotic Football matches with 2-legged and 4 - legged robots, between the Italian and Greek national teams

Robotic LEGO show and exhibition



16-19/10/2008