



NUITEQ® and IDIA deliver "Vote for Marbles" project to Athens airport

A CASE STUDY BY

NUITEQ®

SUMMARY

Athens International Airport (AIA) was in need of a polling system through which travellers could share their view in a fun and easy way, on the Parthenon Marbles' return debate, an issue concerning Greece' international cultural heritage.

AIA, therefore, decided to approach NUIEQ's partner IDIA, a leader in the interactive solutions space in Greece, to execute this exciting project in a high foot traffic space.



Interactive Design Innovative Applications



CHALLENGE

Athens International Airport (AIA) was in need of a digital data collection system, that was time and cost efficient. Using a traditional approach of sending out staff with "pen and paper" to perform interviews for data collection is not an efficient method as data would have to be manually entered into a separate system. There are some other downsides to this approach, for example, it can be considered annoying and inconvenient to the people that are being approached for polls.

Therefore, AIA wanted to utilise a digital data collection system, that was non-intrusive so that it would not be inconvenient to people and at the same time be fun and engaging in order to stimulate people that were interested in providing their input on the issue.

The big challenge IDIA was facing when being approached by AIA, was to ensure that the solution that was provided was a reliable, secure and stable platform that would perform well when being used in a high foot traffic public environment such as Athens International Airport.

"We believe that the airport, as a crossroad of cultures, is the ideal place to reflect Athens' tourists view on an issue that concerns our international cultural heritage,"

said Ioanna Papadopoulou, head of Communications and Marketing at Athens International Airport.

SOLUTION

To make this a reality, IDIA reached out to NUIEQ® in order to design and develop a bespoke interactive experience based on the Snowflake platform that would be running on IDIA's multi-user multitouch screens installed at the airport.

IDIA relied on Snowflake and the "Vote for Marbles" project was born: in a playful and engaging way, travellers can interact with pictures of the Parthenon and its marble statues and after they finished playing, they will be asked their opinion whether they support the return of the Parthenon marbles.



"Snowflake offered the stability and performance Athens International Airport was looking for, due to the high number of users at the airport that wishes to interact with the solution."

**says Nikos Kontos,
CEO at IDIA.**

RESULTS AND FUTURE PLANS

The software was installed on four of IDIA's multi-user multitouch screens located in the arrival and departure halls at the airport, and gave travellers the possibility to vote on the return of the Parthenon Marbles to Greece after they have solved a puzzle.

"Vote for Marbles"

was a successful and innovative project and has been awarded with the GOLD Award at:

BITE AWARDS 2015,

under the category:

**IT INTEGRATION WITH BUSINESS STRATEGY
Innovation/Creativeness/Inventiveness.**

Brian Collins, Business Development Manager at NUIEQ® added:

"We're very glad to learn that our Snowflake software suite supports creative, innovative and award-worthy projects. And we're grateful that IDIA chose Snowflake software as the backbone for the "Vote for Marbles" project."

Today, IDIA continues to work with NUIEQ® on diverse innovative projects.

ABOUT IDIA

IDIA is a highly professional team of designers, developers and visionaries, specializing in advanced digital marketing solution in order to impress and connect, in an innovative way, with your customers. Their purpose is to create innovative applications.

Visit www.idia.gr for more information.



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ABOUT NUIEQ®

NUIEQ® is a world leader in collaborative touchscreen software that enables natural interaction. The company is reimagining and redefining educational technology. Its software suite of collaborative learning games, Snowflake MultiTeach®, helps to improve education outcomes for teachers, students and schools. The software creates higher engagement, greater enjoyment and better collaboration while learning. MultiTeach® is used by schools in over 70 countries. NUIEQ's vision is to empower educators to help kids learn by playing.

For more information, visit www.nuiteq.com.

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