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The  
**Beyonders**<sup>EN</sup>

**AI**  
**REALITY BITES**

Thursday, March 3<sup>rd</sup> 2025

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## **BEYOND 2025: The Ultimate Technology Gathering Arrives Tomorrow at Metropolitan Expo, Athens**

Artificial Intelligence, innovation, and digital technology converge for three days at BEYOND, the International Exhibition & Conference on Digital Technology and Innovation. Under the theme AI Reality Bites, BEYOND 2025 will take place from April 4 to 6, 2025, at the Metropolitan Expo in Athens.

BEYOND is more than just an exhibition—it's a platform that connects global industry leaders, researchers, startups, and pioneers to showcase, collaborate, and innovate across various technology sectors.

### **Who Will Exhibit at BEYOND 2025?**

- Technology leaders
- Startups and scaleups
- Research centers and universities
- Visionaries and pioneers in innovation and digital technology

### **What Can Visitors Expect?**

#### **Smart Cities**

- IoT, AI, and Big Data solutions transforming urban life.
- Cutting-edge digital infrastructure and international innovation success stories.

- Public and private sector leaders shaping smarter and more sustainable cities.

### Cybersecurity

- The latest advancements in securing the digital future.
- Panels, workshops, and live demos of state-of-the-art cybersecurity technologies.

### Cloud Services

- Revolutionary cloud technologies for data management and business performance.
- Leading cloud service providers and industry professionals.

### Robotics

- Innovative robotics applications in healthcare, industry, and daily life.
- Interactive exhibits and talks by industry leaders.

### Data Centers

- The backbone of the digital age: data center innovations in performance and security.

### Software & Applications

- Software solutions shaping industries like healthcare, education, and business.
- Live demonstrations and discussions with tech leaders.

## Parallel Events

- [Check out the full schedule of BEYOND 2025's parallel events](#)
- [Explore presentations at Openstage/Marketplace](#)



### And That's Not All...

BEYOND 2025 brings AI Reality Bites, the most influential AI Forum in Southeast Europe!

## Exclusive at the BEYOND Conference:

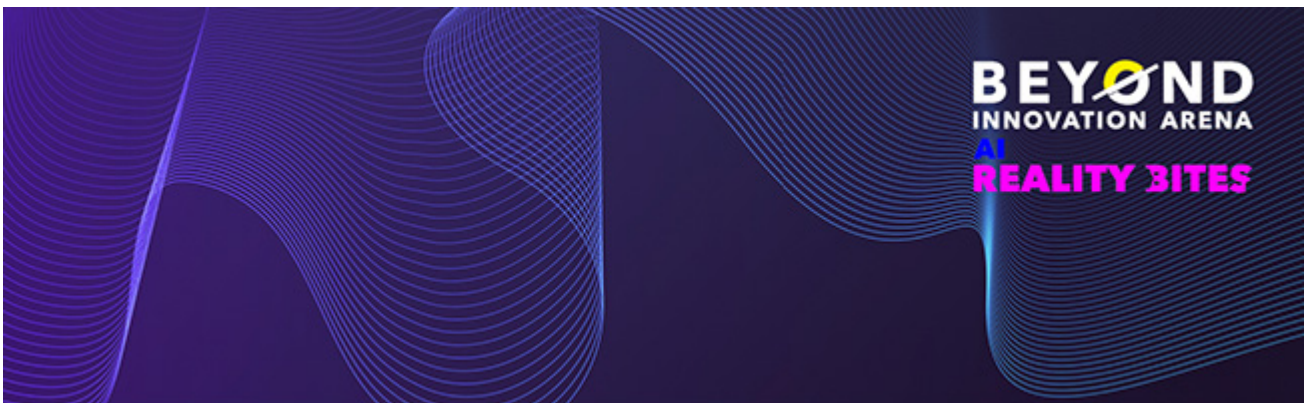
- **World-renowned speakers:** Technology leaders, AI pioneers, and top executives from the world's biggest tech companies.
- **Exclusive research presentations:** Cutting-edge AI research, including insights from Greece's AI Advisory Committee.
- **Real-world AI applications:** How AI is transforming industries like business, finance, cybersecurity, healthcare, and more.
- **Networking opportunities:** Tech, innovation leaders, and policymakers meet at the BEYOND AI Forum.
- **The future discussion starts now:** Strategy-defining talks on responsible AI adoption in Europe and beyond.

### Get Your Tickets Now!

Secure your ticket for the International Digital Technology & Innovation Exhibition BEYOND 2025 and avoid entry queues.

Reserve your spot at the BEYOND 2025 International Conference.

**Early Bird Group Discount:** Bring your team or friends and get the Early Bird ticket price for groups of 3 or more!



### Free Transportation to and from BEYOND 2025

During the exhibition days, free shuttle buses will run between Eleftherios Venizelos Airport and Doukissis Plakentias Metro Station to Metropolitan Expo. [Click here.](#)

### Travel Hassle-Free with TransiTool!

Use the TransiTool interactive map to track bus routes and stops in real time for a smooth, stress-free commute to BEYOND 2025. [Click here.](#)



Plan your trip to Beyond Expo with ease! Thanks to TransiTool's interactive map, you can view bus routes and stops in real time, ensuring a comfortable and stress-free journey.

### Direct Routes to Metropolitan EXPO

TransiTool connects you with four routes:

- Doukissis Plakentias <-> EXPO
- Eleftherios Venizelos Airport <-> EXPO

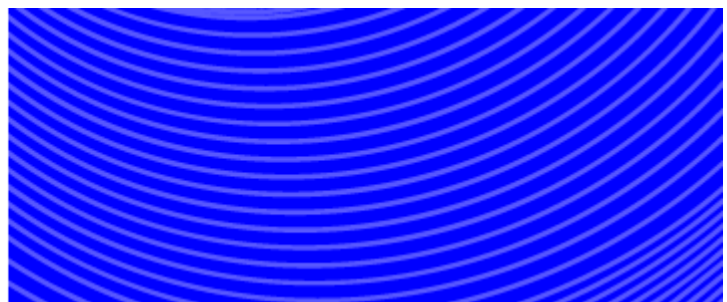
### Three Simple Ways to Plan Your Route

- Choose a Stop - Tap any stop on the map to see real-time arrivals and departures.
- Choose a Route - Click on a route to view all scheduled trips.
- Plan Your Route - Place two points on the map to create your journey from start to destination.

### Customize Your Experience

- View Your Way - Use the gear icon (top right) to filter stops or routes.
- Instant Reset - Want a fresh start? Tap the reset icon to return the map to its default view.

TransiTool makes getting around easy and comfortable! Plan your route effortlessly and make the most of your Beyond Expo experience.



 Schneider Electric

### Schneider Electric Sponsors BEYOND 2025

Schneider Electric is a proud sponsor of BEYOND, the leading international exhibition and conference on digital technology and innovation in Southeast Europe.

With nearly two centuries of history and a presence in over 100 countries, Schneider Electric offers products and services that provide comprehensive solutions for the energy, infrastructure, building, residential, industrial, and data center markets. The company has developed a vast network of partners to deliver optimal energy management and automation solutions to its customers. Its vision is to create a positive impact, empowering everyone to make the most of their energy and resources while balancing progress with sustainability for all—a vision encapsulated in its motto, Life Is On.

Over the past decades, Schneider Electric has made significant investments and acquisitions. By integrating cutting-edge energy management and automation technologies, the company helps businesses enhance efficiency and operate in a smarter, more effective, and sustainable manner. This is made possible through its open, interoperable IoT architecture and platform, EcoStruxure.

Sustainability is at the core of Schneider Electric's strategy—not only in its business operations but also in its initiatives supporting people and communities worldwide. The company sets specific and long-term sustainability goals across all these areas, demonstrating its commitment through tangible actions. As a result, Schneider Electric has received numerous global distinctions. It was recognized by Corporate Knights as the world's most sustainable corporation in both 2024 and 2021, making it the first company to top the list twice. Thanks to its measurable results in reducing CO2 emissions for its customers, increasing the use of renewable energy in its own facilities, advocating for equal opportunities for its employees, and much more, Schneider Electric has been included in the Global 100 list by Corporate Knights for 14 consecutive years, ranking in the Top 10 seven times.

With a longstanding presence in the Greek market, Schneider Electric has built a strong network of specialized partners, enabling it to provide digital energy management and automation solutions that enhance efficiency and sustainability.

*"At Schneider Electric, our goal is to create a positive impact by offering innovative solutions that drive sustainability, digitalization, and competitiveness. Our sponsorship of the BEYOND exhibition reaffirms our strategic commitment to continuous progress through pioneering technologies and dynamic collaborations that shape the future."*

*Spyros Rapitis, General Manager of Schneider Electric Greece & Cyprus*

### **Meet the innovative AI digital assistant "Voices of BEYOND" by UBITECH**

BEYOND, staying true to its vision of highlighting the future of technology and digital experiences, presents for the first time the AI assistant "Voices of BEYOND". This pioneering tool has been developed by UBITECH, a top company in the field of artificial intelligence and innovative digital solutions.

Focusing on interactivity, creativity, and innovation, "Voices of BEYOND" is more than just a digital assistant – it's a collaborative presence integrated into the visitor experience at the exhibition. It provides information, support, and entertainment through a range of AI personas.

"Voices of BEYOND" is designed to meet a wide range of needs – from providing information on the event program and exhibitor booths to engaging in creative conversations with visitors.

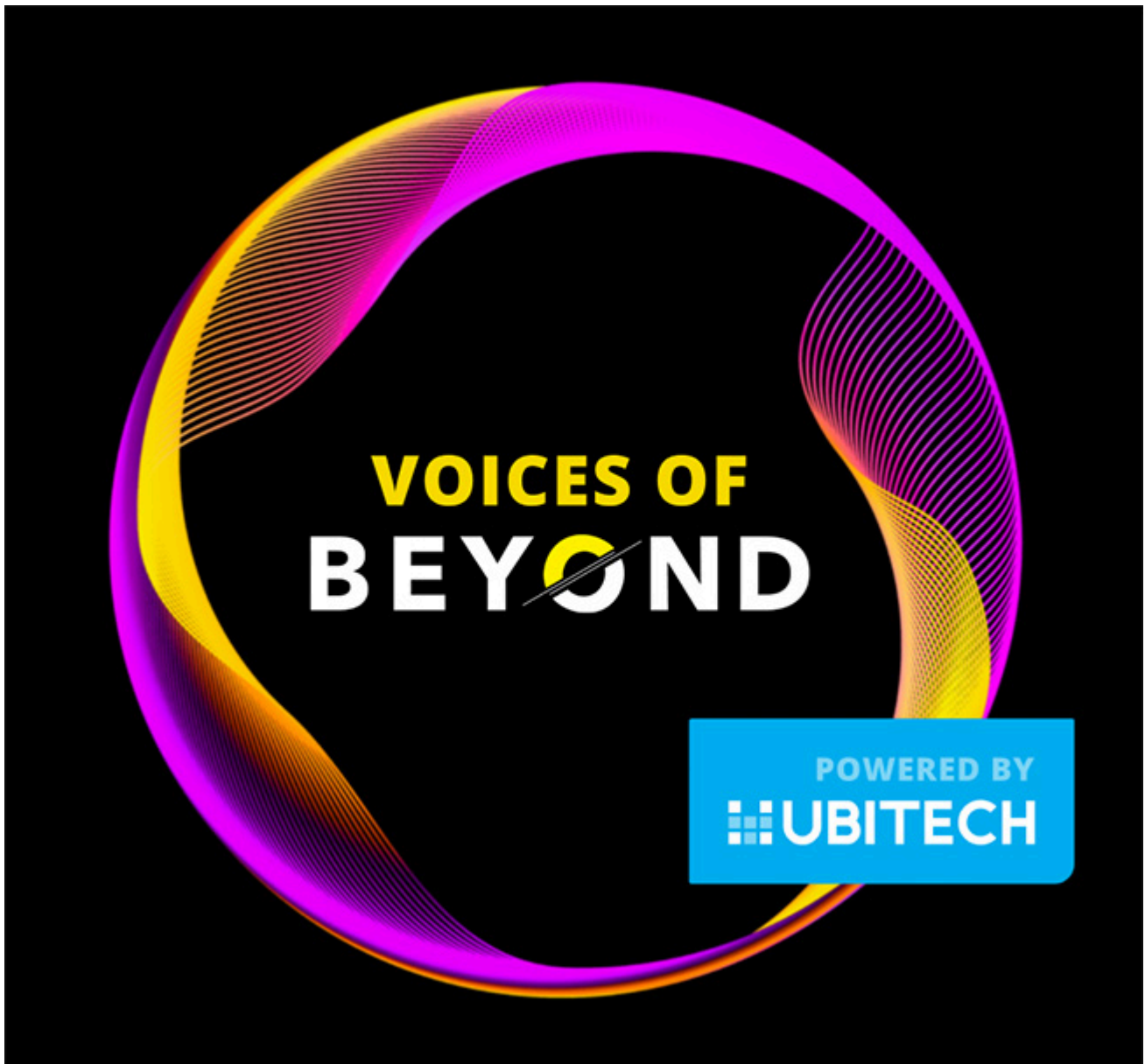
Powered by cutting-edge technologies such as Generative AI, Natural Language Processing (NLP), and advanced Large Language Models (LLMs), the assistant offers natural, human-like interaction, creating a truly unique experience.

UBITECH, an active exhibitor at BEYOND 2025 and a leading provider of advanced AI solutions, stated:


"Our participation in BEYOND 2025 and the creation of the Voices of BEYOND digital assistant reflects our commitment to shaping the future of human-technology interaction. We develop innovative solutions that enhance communication, entertainment, and creativity – always with the user at the center."

Visitors to BEYOND 2025 will have the opportunity to meet "Voices of BEYOND" in person and experience a truly unique interaction with artificial intelligence.

Which AI personality will you choose to guide you?



## When & Where

 April 04-06, 2025

BEYOND is more than just an exhibition or conference—it is a platform for connection, innovation, and shaping the future of technology.

 Metropolitan Expo, Athens, Greece

**BEYOND 2025** Digital Technology & Innovation International Exhibition | Conference

 <https://www.beyond-expo.gr/>

## BEYOND 2025

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BEYOND is organized by TIF - HELEXPO, Be-Best and Industry Disruptors Game Changers (IDGC) with co-organizers the Ministry of Digital Governance, the Ministry of

Development, the Region of Central Macedonia, the Athens Chamber of Commerce and Industry, the Central Union of Municipalities of Greece (KEDE) and the Municipality of Thessaloniki. It is held under the auspices of the Ministry of the Interior, the Ministry of Rural Development and Food and the Region of Attica. Supporters of BEYOND are SEPE, SETPE, SEKEE and HETIA.

## WHY BEYOND?

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Enjoying this email? The Beyonders is a special newsletter brought to you by TIF-HELEXPO. BEYOND is an international tech event where industry professionals converge to explore the latest advancements in emerging technologies. From artificial intelligence to virtual reality, the expo serves as a hub for networking, knowledge exchange and hands-on experience with groundbreaking innovations. It offers a glimpse into the future of technology and provides a unique platform for collaboration and discussion among leading experts and companies in the field. If you would rather read this newsletter in Greek, please click [here](#). Make sure to follow BEYOND on social media!

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