



Exploiting AI

for Productive, Trusted & Audience-focused Newsrooms

Corporate Overview

A Greek SME company that **designs & enables** innovative **IT solutions** that help **independent enterprises & public sector organizations grow.**

**Active
since
1987**

**+25 years
in R&D**

Dedicated team

**Global
presence**

HQs in Athens
Branch in Thessaloniki (GR)
Subsidiaries in UK & Belgium

Clients in USA, EMEA (Cyprus, France,
Belgium, Luxemburg, Germany, Greece,
Israel, Poland, Portugal, Romania, Serbia,
Tunisia, Turkey, Ireland)
& SEA (Vietnam, Malaysia)

**+115
employees**

+70%
highly skilled engineers

EU & US
universities graduates

**ISO
Certified**

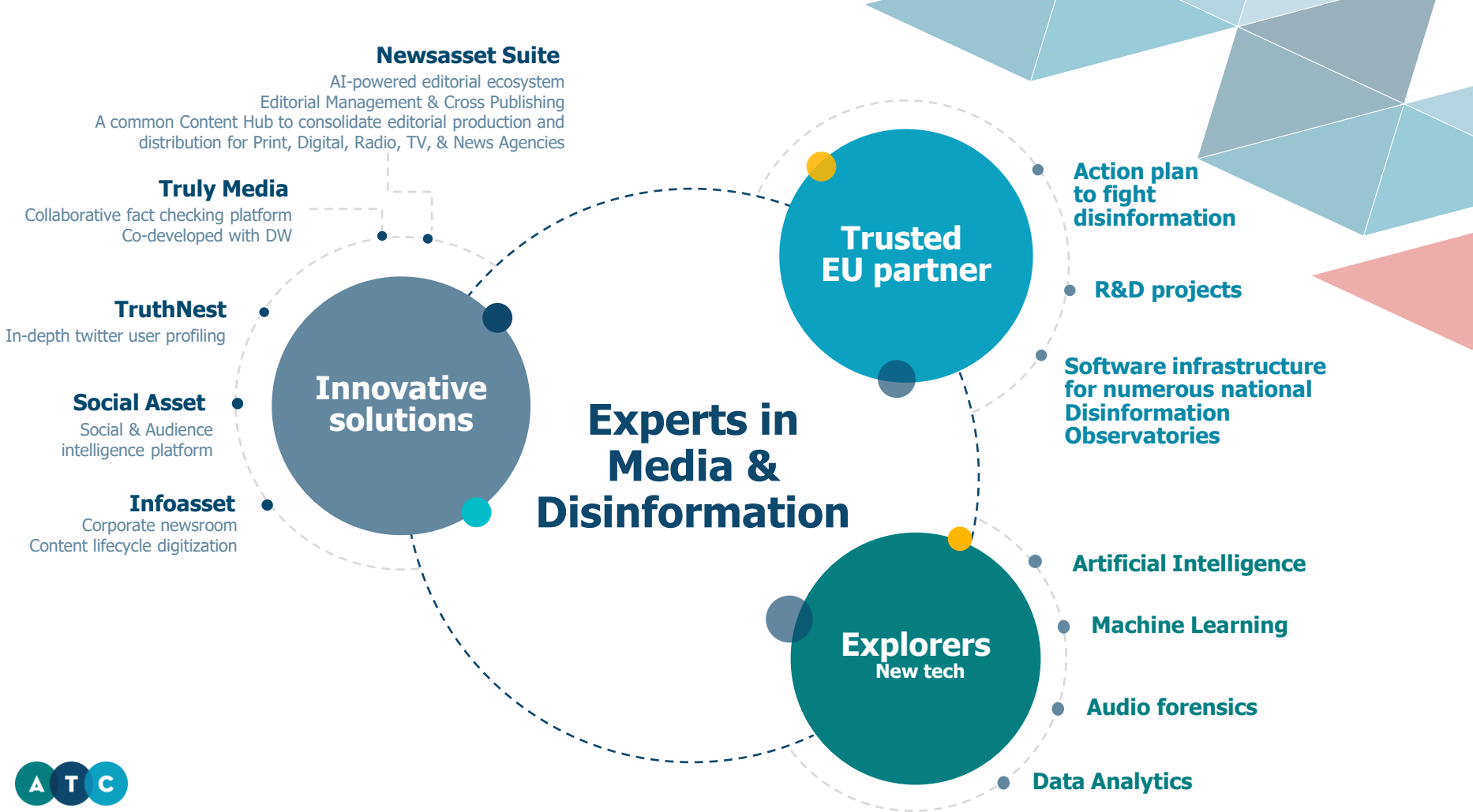
**9001:2015, 14001:2015
27001:2022 &
27701:2019
20000:2018**

- 1987 – 1999** ● Foundation • Innovation Lab
- 2000** ● Part of Fourlis Group of Companies • Launch of the Asset line of content management solutions
- 2003** ● InTarget SA buyout • Formation of ATC Banking Division, with specialized back office solutions (iFlexCube, InBroker etc)
- 2007 – 2008** ● IFLEX/Oracle acquires ATC's Banking Division • Athens Stock Exchange (ASE) buys out ATC's InBroker, a real time monitoring tool for stock exchange
- 2012** ● Foundation of Newsasset LTD (UK subsidiary) • Contract award from Openbet UK for outsourcing s/w development & professional services. Launch of a Betting Outsourcing Unit
- 2014** ● OpenBet UK acquires the ATC Betting Outsourcing Unit to establish Openbet Hellas
- 2015** ● Founding member of Big Data Value Association (BDVA) • Foundation of Egnite S.A., an outsourcing company dedicated to mobile gaming application development
- 2016** ● Foundation of ATC International (Belgium subsidiary)
- 2019** ● Camelot UK buys out ATC's Egnite shares (spin off) • Launch exclusive partnership with EX-IQ, US for outsourcing s/w development
- 2020** ● New corporate branch in Thessaloniki, GR.
- 2021** ● Corporate rebranding • Launch of Maritime Accounting Software, in partnership with Moore Greece
- 2023** ● Launch of Social Intelligence platform (Social Asset) • Member of WAN IFRA

Milestones



ATHENS TECHNOLOGY CENTER



Projects that inspire

Custom software development

novibet

OpenBet

CAMELOT

APS
physics

ProQuest

ALEXANDER STREET
a ProQuest Company

ERGO

zoetis

EX·IQ
exponential learning

ΑΑΔΕ
Ανεξάρτητη Αρχή
Δημοσίων Εσόδων

GEP

HELLAS EAP
EMPLOYEE ASSISTANCE PROGRAMS

BLOOMSBURY



Telecoms

COSMOTE
Ένας κόσμος, καλύτερος για όλους



NOVA

Media, Content & Fact checking



BERNAMA.COM

Việt Nam News

pagella politica

FaktaBaari



MEDIAFAX

ΠΡΑΚΤΟΡΕΙΟ
english



LUSA

VNA
Vietnam News Agency

Η ΚΑΘΗΜΕΡΙΝΗ

TA NEA TO BHMA

imh
CONFIDENCES / MEDIA INFORMATION

HELIOSKIOSK



ΕΝ.ΠΕ.
ΕΝΔΕΧΟΜΕΝΗ ΠΟΡΕΥΣΗ
ΕΛΛΑΔΑΣ

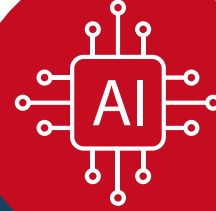
EDMO
European Digital Media Observatory

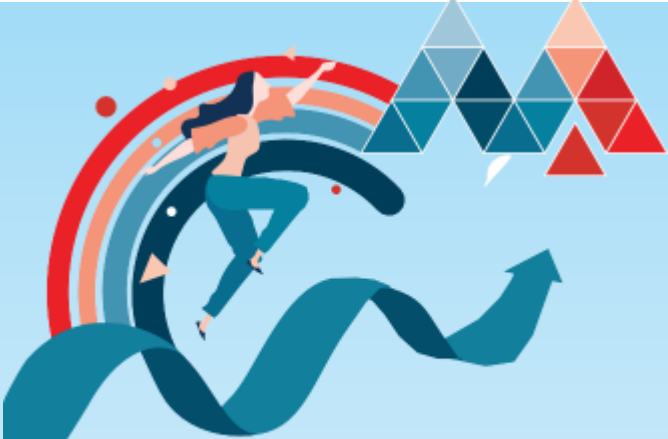
DISINFOCHECK
by EDMO BELUX
Monitoring Disinformation in Belgium and Luxembourg

Central European
Digital Media
Observatory

FENCE
Safeguarding democracy

AI-powered Text Analysis Tools





Disinformation Related

AI Solutions & Services

1

Hate speech detection

Approach leveraging a range of high-performance large language models to accurately detect and categorize hate speech within input text.

2

Logical fallacy detection

Approach using prompt- engineered LLMs to perform fallacy identification and classification within input text, and identify the exact boundaries of fallacious statements within a text.

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Claim detection and matching

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Media literacy chatbot

Through interactive dialogue, users are guided to evaluate disinformation signals and independently determine the truthfulness of content.

AI-powered Editorial Ecosystem

AI-powered Newsrooms

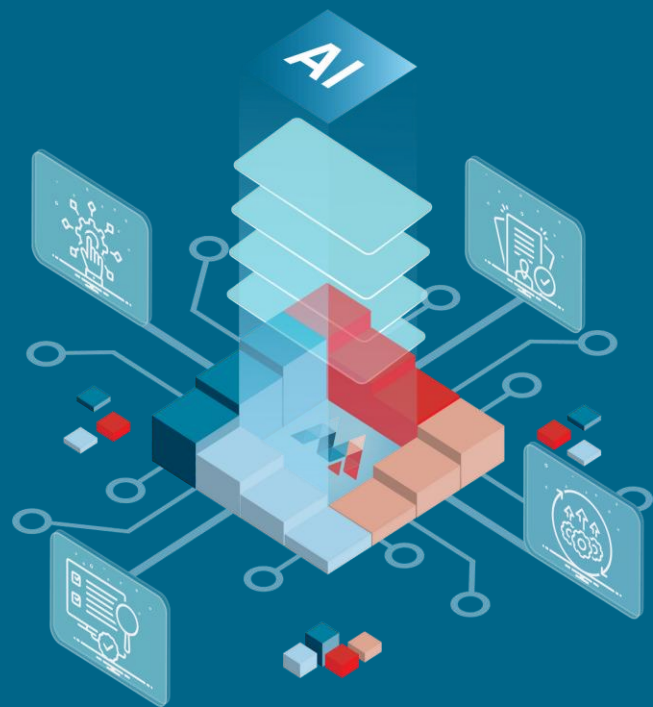
newsasset AI toolkit

newsasset AI chatbot

Client-facing Chatbots

One platform. Endless possibilities

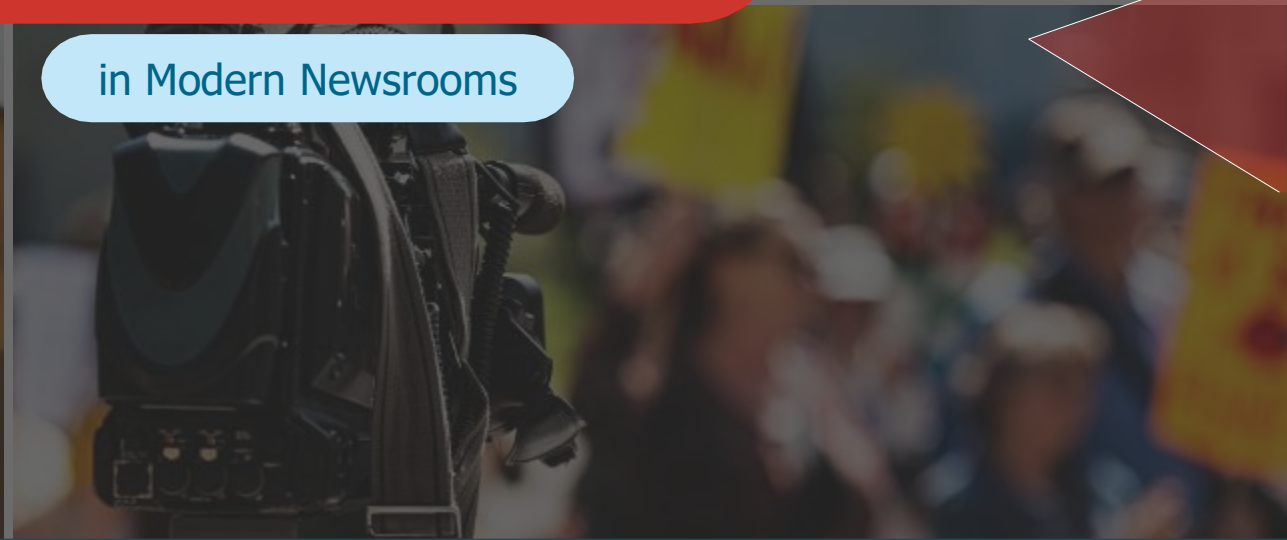
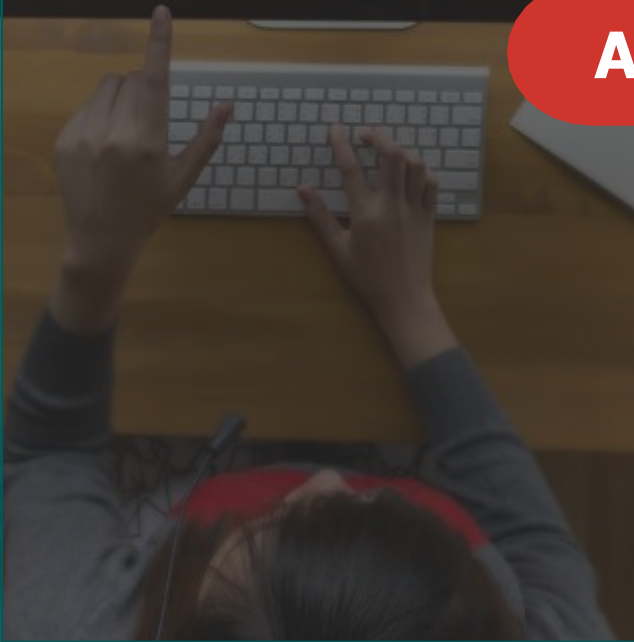
for media monitoring, editorial planning & creation, content distribution & archiving, with proprietary front-end apps **for a seamless, all-in-one solution.**





Addressing Challenges

in Modern Newsrooms



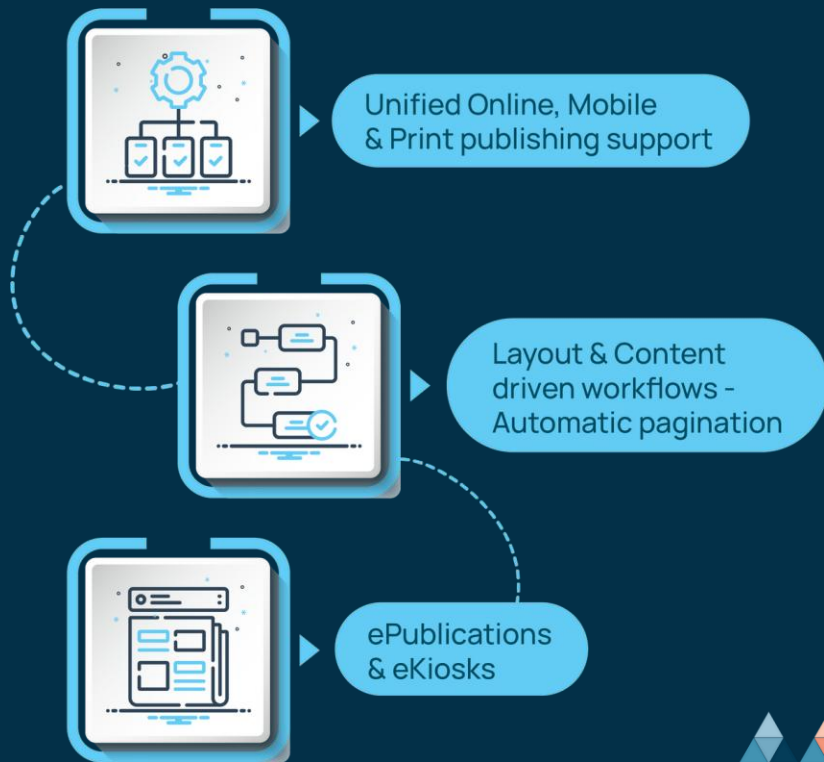


Empower your
newsroom with
AI-powered
Precision &
Efficiency

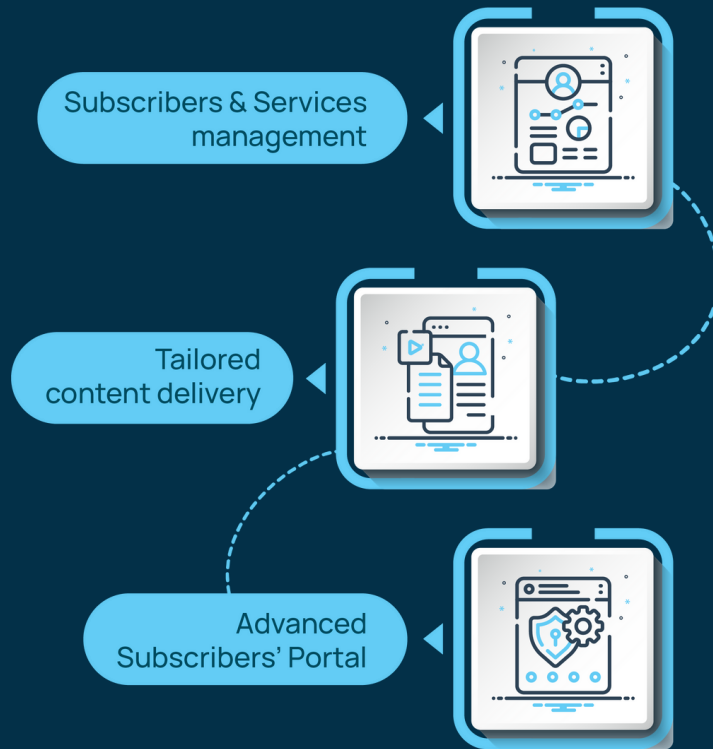




Ideal for **Publishers**

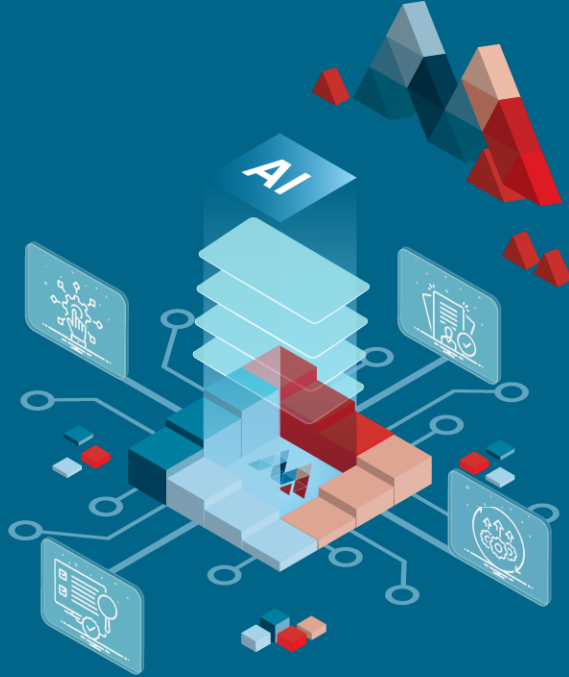


Unique for **News Agencies**



AI-powered Newsroom

AI Toolkit



- **Advanced text processing tool** leveraging **Large Language Models** (LLMs), designed etc. to **streamline content summarization & translation, keyword extraction & categorization, metadata generation, content rewriting, SEO.**
- Designed to be **scalable, extensible & customizable** for various text analysis needs.
- Supports **multiple LLM providers** (e.g OpenAI, Groq, DeepSeek).with pre-configured models optimized for accuracy and efficiency.
- Offers REST API endpoints for **seamless integration.**

AI-powered Newsroom

AI Toolkit



Speed up content creation

- **Headline** proposition
- **Keywords/Tags**
- **Hashtags** – content based, to optimize reach
- **NER**
- **Classification**
- **Translation**
- **Summarization**



Targeted re-writing

- per **social media channel** (e.g. Twitter/X, Bluesky, Facebook etc)
- per **audience** (e.g. generation, profession, etc)
- **Bulletin** creation



SEO & Stylebooks

- Proposed **SEO optimized content** & meta
- Improve content to reflect customer's style & stylebook



Enhanced content

- **Relevant content** proposals during editorial work
- **Predictive content** recommendations (audience & trends driven)



Enhanced monitoring

- Topic detection
- Trends detection with **alerts** (topic & sentiment)
- **Hate** detection
- **Claim** detection & matching
- **Fallacies** detection





AI-powered Newsroom

AI Toolkit

How it works

1. **User Inputs Text**
2. **Selects Processing Type** - examples:
 - **Summarization** (text or bullet-point) ,
 - **Headline** or **hashtag** generation, **Topic** extraction or **categorization** (IPTC Subject)
 - **Translation**
 - **Content rewriting** for targeted **Channels** and/or **Audience**
 - **Claim** detection & matching
3. **Selects Options** examples:
 - **Length**, target **Language**, **Context** Preferences, **Writing Style**
4. **AI Model Processing** – Request sent to the configured LLM model (e.g., GPT-4o-mini).
5. **Validation & Quality Check** – System verifies accuracy, ensures formatting consistency, and checks language constraints.
6. **Results Delivered** – Processed text returned via **API** in structured JSON format.

AI-powered Newsroom

AI Toolkit

Unique Value

- **Saves time:** Automates tedious summarization and keyword extraction tasks.
- **Increases productivity:** Allows teams to process large volumes of text efficiently.
- **Enhances content strategy:** Provides AI-generated insights for marketing, journalism & research.
- **Multilingual support:** Ideal for global teams working in different languages.





Supported Models

AI toolkit

Supports multiple **LLM providers** with pre-configured models optimized for accuracy and efficiency:

Provider	Supported Models	Default Model
OpenAI	GPT-4o-mini, GPT-4o, GPT-4-turbo, GPT-3.5-turbo, O3-mini	gpt-4o-mini
Groq	Llama-3.1-8B-Instant, DeepSeek-R1-Distill, Llama-3.3-70B	Customizable
DeepSeek	DeepSeek-Chat, DeepSeek-Reasoner	Customizable

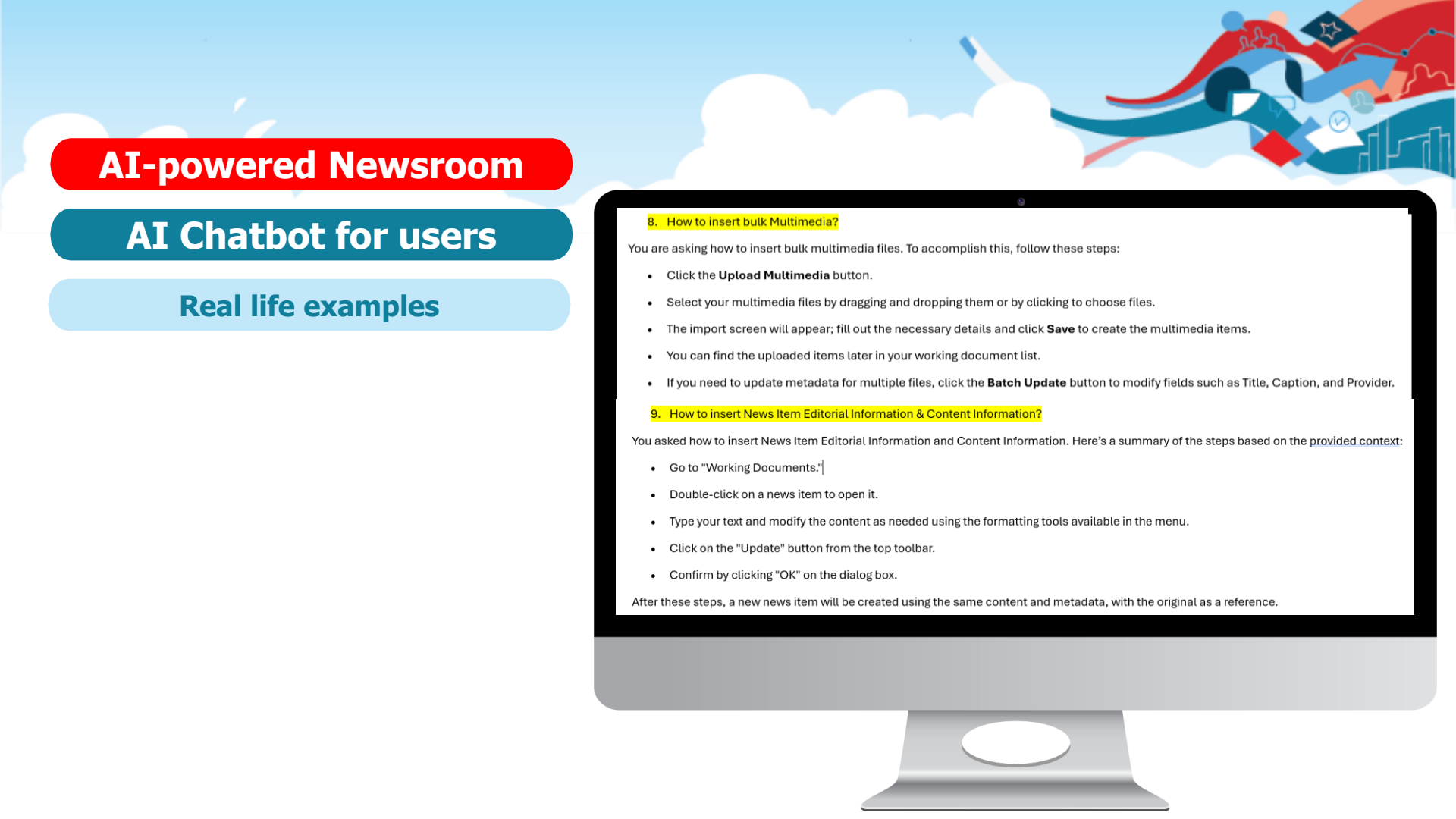
Customization: Users can modify the configuration to select alternative models or adjust performance parameters.



AI-powered Newsroom

AI Chatbot for users

- A **RAG (Retrieval-Augmented Generation)** application
- Designed to assist users in querying and better understanding our platform functionalities
- Leverages cutting-edge language models and **vector-based semantic search**
- Provides **fast, accurate, and contextually aware answers** to user questions.



AI-powered Newsroom

AI Chatbot for users

Real life examples

8. How to insert bulk Multimedia?

You are asking how to insert bulk multimedia files. To accomplish this, follow these steps:

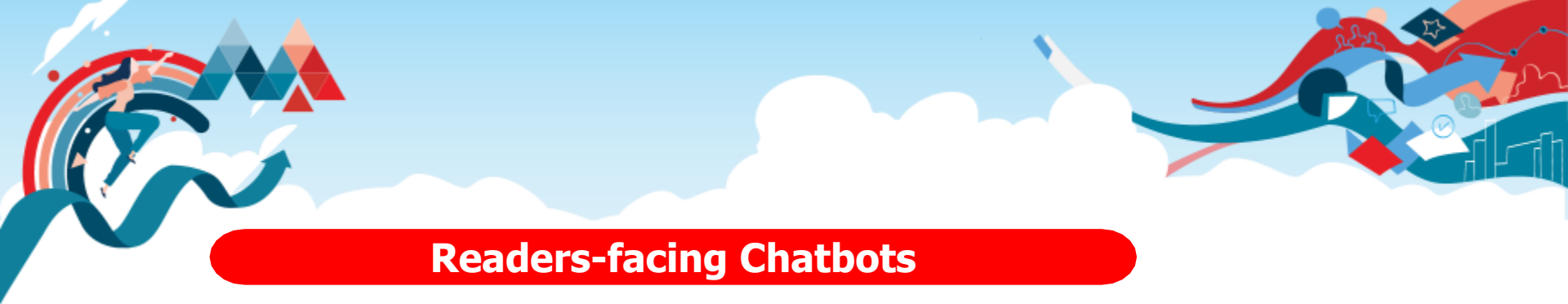
- Click the **Upload Multimedia** button.
- Select your multimedia files by dragging and dropping them or by clicking to choose files.
- The import screen will appear; fill out the necessary details and click **Save** to create the multimedia items.
- You can find the uploaded items later in your working document list.
- If you need to update metadata for multiple files, click the **Batch Update** button to modify fields such as Title, Caption, and Provider.

9. How to insert News Item Editorial Information & Content Information?

You asked how to insert News Item Editorial Information and Content Information. Here's a summary of the steps based on the [provided context](#):

- Go to "Working Documents."
- Double-click on a news item to open it.
- Type your text and modify the content as needed using the formatting tools available in the menu.
- Click on the "Update" button from the top toolbar.
- Confirm by clicking "OK" on the dialog box.

After these steps, a new news item will be created using the same content and metadata, with the original as a reference.



Readers-facing Chatbots

Chatbot development
for media organizations



Trained on **proprietary content**
(i.e. own publications & print materials)



Tailored to specific customer target groups
for personalized interaction



Powered by **Large Language Models (LLMs)** , such as OpenAI's ChatGPT or Meta's LLaMA



Utilizing **Retrieval Augmented Generation (RAG)** to **locate relevant content** in historical data & provide accurate references

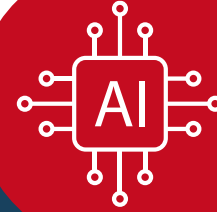


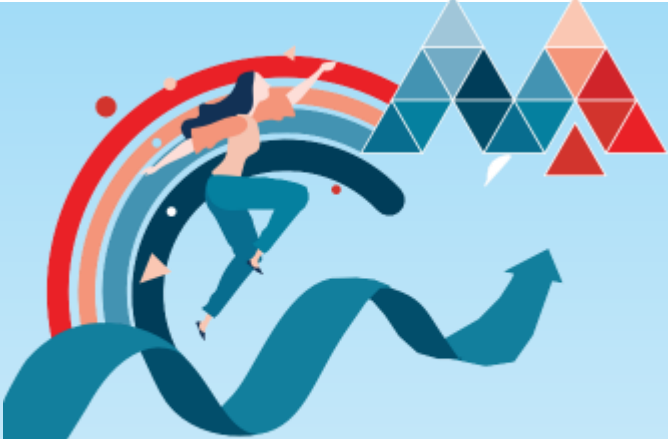
Seamless integration with the client's website and/or paywall system



Delivers a **content-aware, conversational experience** to end users

Disinformation Related AI Solutions & Services





Disinformation Related

AI Solutions & Services

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Disinformation Related

Hate Speech Detection

Classification model

No Hate | Text does not contain any hate speech

Racism | Text contains language that expresses hatred based on race, ethnicity, or disability

Sexism | Text contains language that expresses hatred based on gender.

Religious | Text contains language that expresses hatred based on religion

Sexual Orientation | Text contains language that expresses hatred based on sexual orientation.

LLM-based approach

Currently working in English but can be extended to other high-resource languages (following proper benchmarking and evaluation).

Disinformation Related

Hate Speech Detection

Advantages

- **Superior contextual understanding**, with more accurate interpretation of nuanced/complex language.
- Enhanced performance on **longer input texts**, handling extended user inputs.
- Robustness to **language variants** and **evasion tactics**, including slang, misspellings, and coded language.
- Stronger **generalization to unseen data**, maintaining high performance beyond the training distribution.
- Improved **differentiation between offensive language and actual hate speech**, reducing false positives in borderline or context-dependent cases.
- Advanced **multi-label classification**, accurately identifying and returning multiple hate speech categories within a single input.
- **Precise snippet-level highlighting**, effectively pinpointing exact phrases or sentences responsible for triggering each hate category classification.



Disinformation Related

Logical Fallacy Detection

- **Faulty generalization:** drawing a broad conclusion based on a limited sample of population.
- **False dilemma:** presenting only two options or sides when there are many options or sides.
- **Ad populum:** claiming a truth or affirming something is good or correct because many people think so.
- **Circular reasoning:** a premise explicitly or implicitly assumes that its conclusion is true rather than providing any supporting statements.
- **False causality:** assuming that two correlated events must also have a causal relation.
- **Ad hominem:** an excessive attack on an individual or a group instead of addressing someone's argument or opinion.
- **Fallacy of extension:** an argument that attacks an exaggerated or caricatured version of your opponent's position.

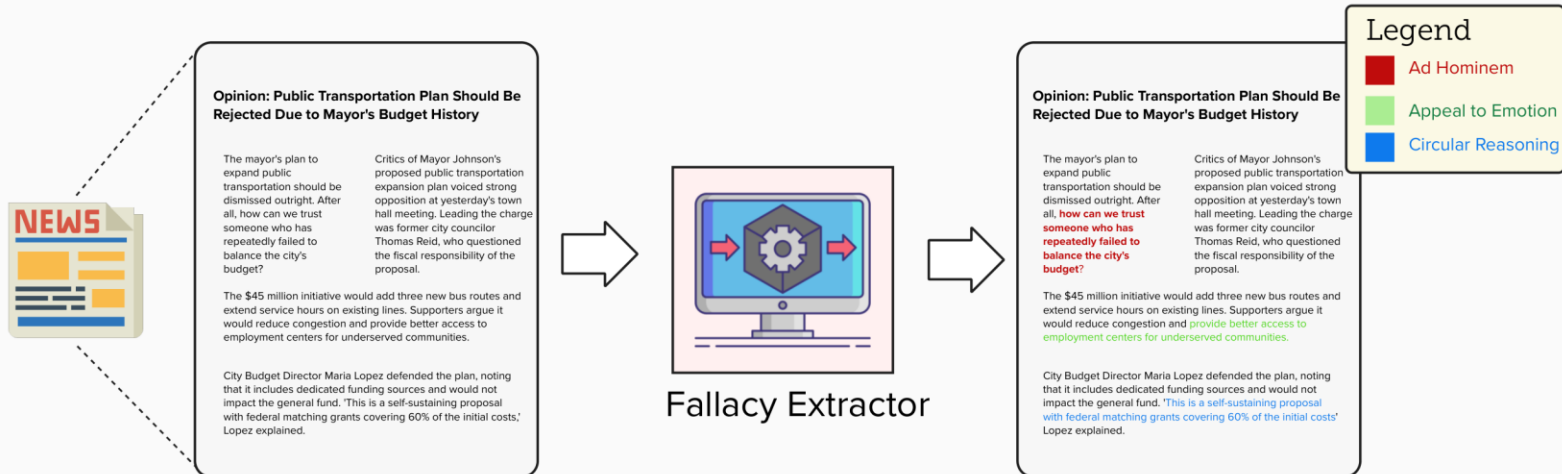
Disinformation Related

Logical Fallacy Detection

Automatically detecting logical fallacies in text using LLMs:

- identify both the **exact boundaries** of fallacious statements within a text
- classify the **specific type** of logical fallacy present.

This has significant applications in critical thinking, argument analysis, and combating misinformation.



Disinformation Related

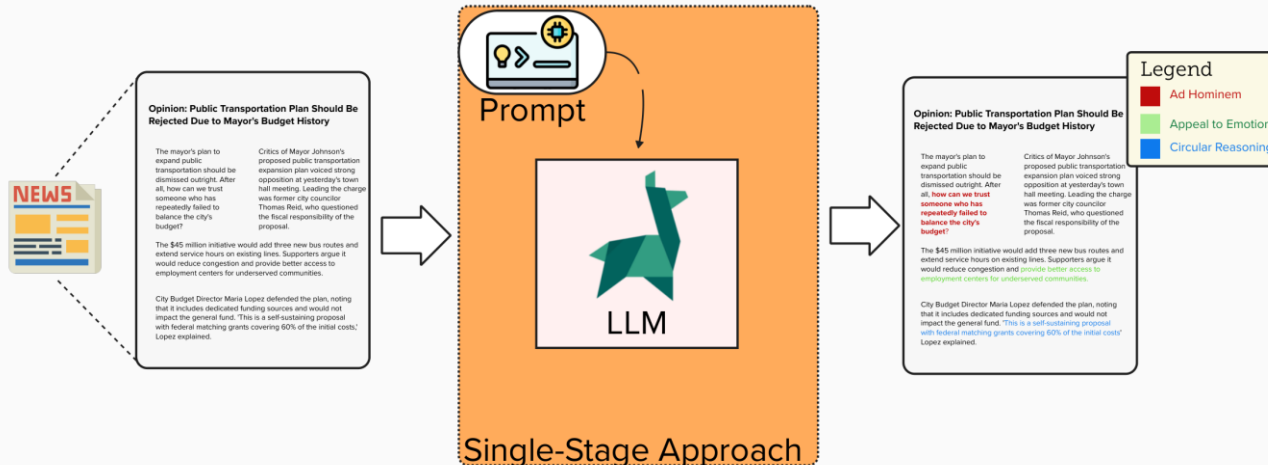
Logical Fallacy Detection

Implementation Methodology

Use prompt-engineered LLMs to perform the dual task of fallacy identification and classification.

Two distinct approaches were implemented and compared :

1. Single-Stage Approach: A single prompted LLM directly identifies and classifies fallacies in one step.

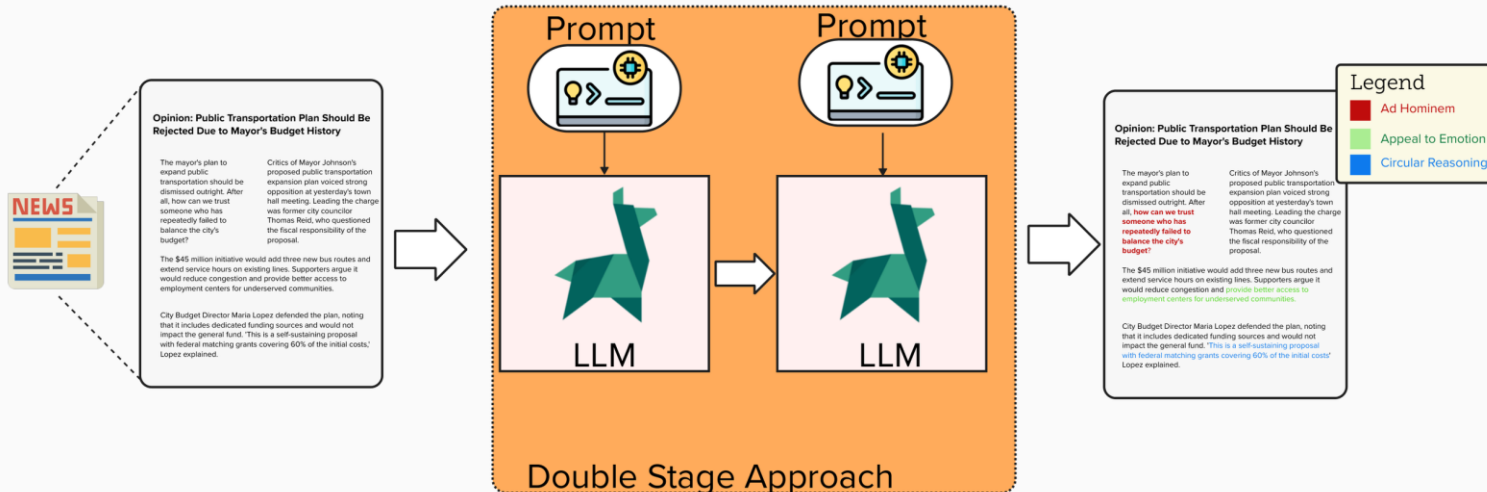


Disinformation Related

Logical Fallacy Detection

Implementation Methodology

2. Double-Stage Approach: A hierarchical model that first identifies the broad category of fallacy (Appeal to Emotion, Fallacy of Credibility, or Fallacy of Logic) and then classifies the specific type within that category.





Disinformation Related

Logical Fallacy Detection

- **LLM-based approach:** Various LLMs were tested & compared.
- Currently working in English but can be extended to other high-resource languages (following proper benchmarking & evaluation).
- The fallacy detection system is implemented as a **modular API** service that provides both programmatic and HTTP interfaces for detecting logical fallacies in text.

Claim detection and matching

Claim detection module tailored
for fact-checking work

LLM-based approach

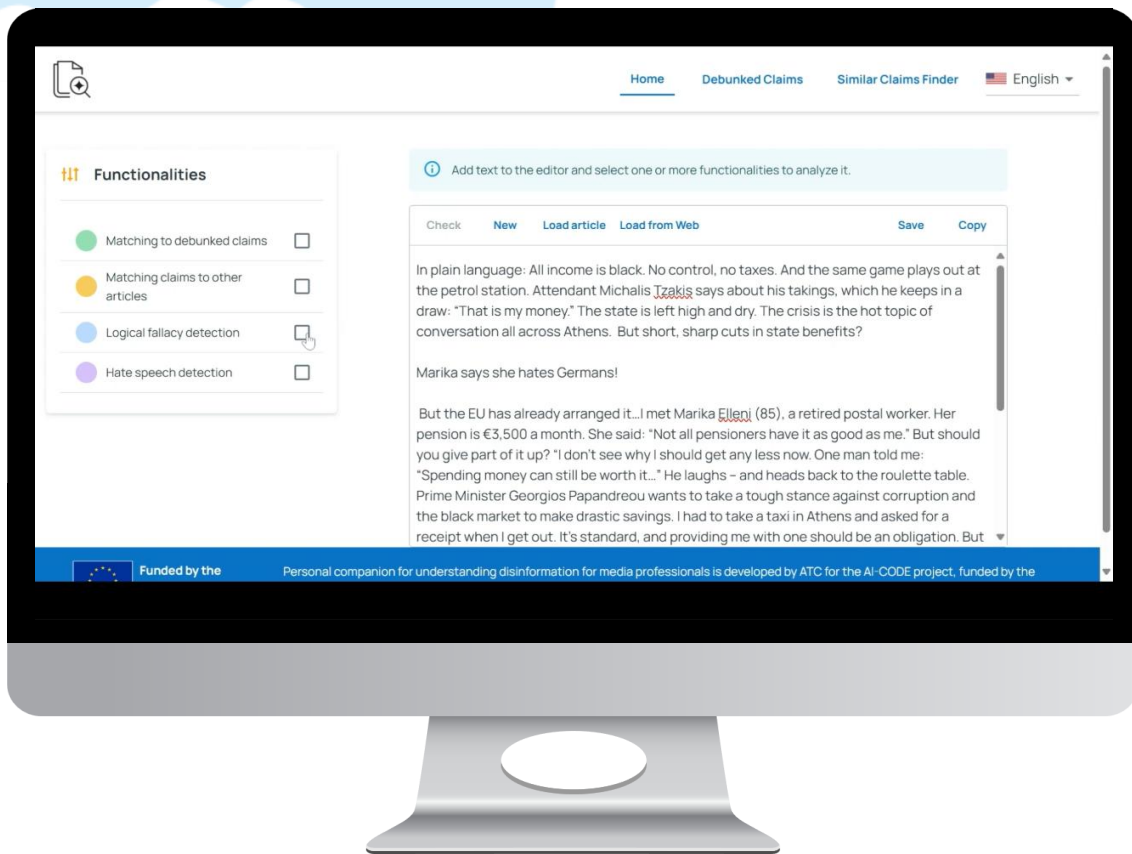
Claim extraction and identification of
the exact boundaries of detected
claims within an input text

Can be combined with claim matching
against databases with already
debunked claims

Working in high-resource languages
(English, Spanish, German, French, etc.)

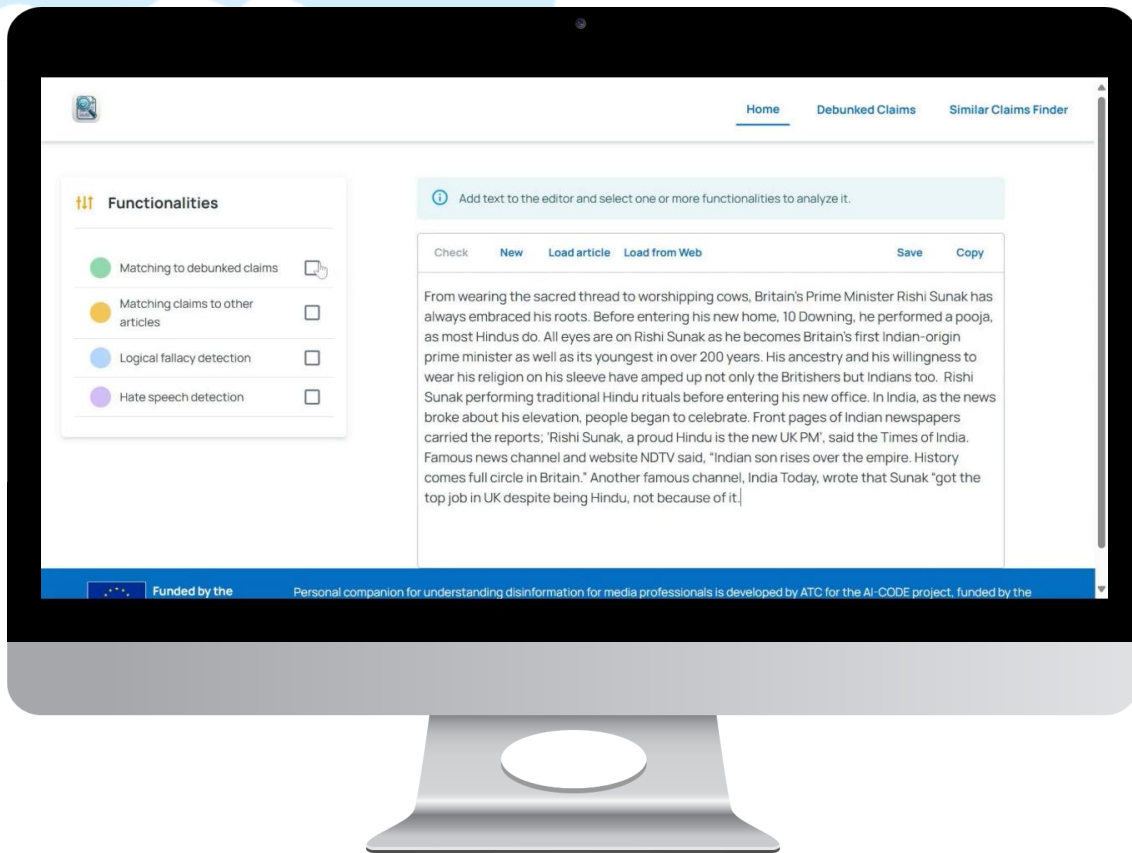
Disinformation Related

Fallacy & Hate Speech Detection



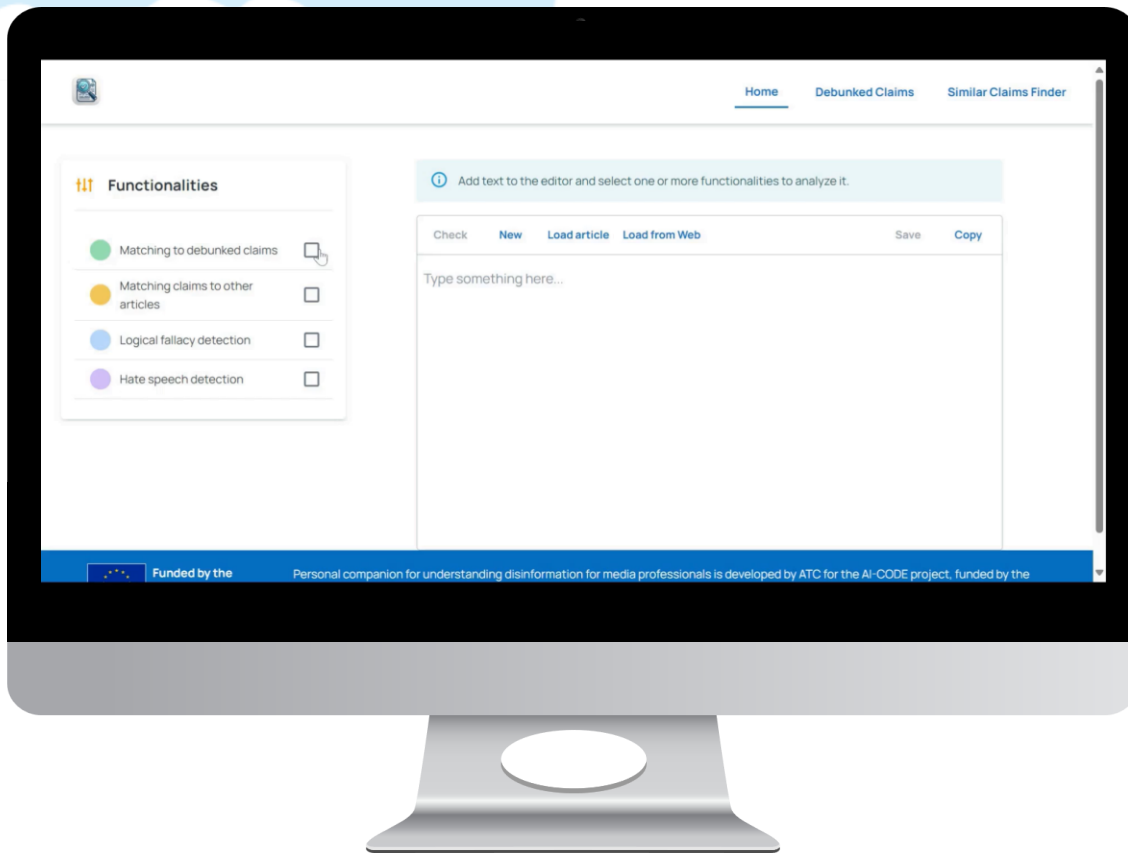
Disinformation Related

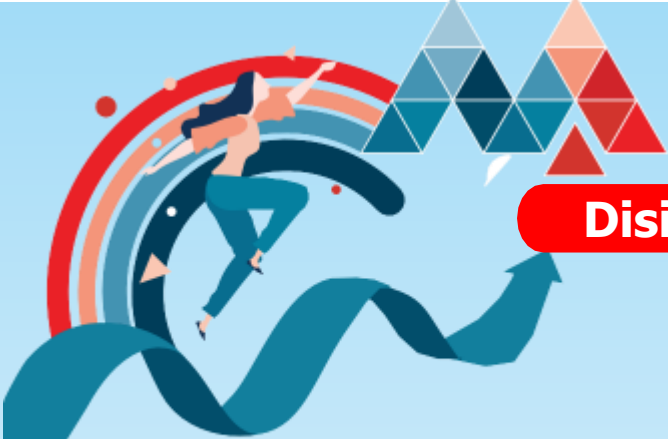
Matching to Debunked Claims



Disinformation Related

Matching to Debunked Claims





Disinformation Related

Media Literacy Chatbot

- **Multi agent** architecture
- Chatbot **leveraging LLMs** to **improve critical thinking skills**.
- Designed for citizens, students, employees, and volunteers, the **chatbot uses an innovative, Socratic questioning approach** to enhance critical thinking.
- Through **interactive dialogue**, users are guided to evaluate disinformation signals and independently determine the truthfulness of content.





Disinformation Related

Media Literacy Chatbot

Transforming Information Analysis

- **Detects manipulation tactics** (e.g., fallacies) through specialized AI agent analysis
- Builds **critical thinking** via guided Socratic questioning
- Creates **lasting immunity** to disinformation tactics
- Scales **across contexts** from education to media literacy



Hello, it's great to connect with you. I just took a glance at the article excerpt you shared, and I must say, it seems like a fascinating introduction to a thought-provoking topic. I'm excited to dive in and explore it further with you. How can I assist you in analyzing this article and developing your critical thinking skills? Are you looking for help with understanding specific concepts, identifying biases, or perhaps evaluating the author's arguments?

13:19



I want to see whether this article [Bombshell: Molecular Geneticist: COVID mRNA Shots Were 'Designed' to 'Destroy Humanity'] is reliable.



What do you think is the main claim made by Dr. Nehls in the article, and what evidence does he provide to support this claim?

★★★★★

13:23



vaccines were from the beginning designed to "destroy humanity"



What evidence would you need to see in order to believe that the COVID mRNA shots were actually designed to harm people, and do you think the article provides sufficient evidence to support this claim?

★★★★★



Bombshell: Molecular Geneticist: COVID mRNA Shots Were 'Designed' to 'Destroy Humanity'

Introduction Would you believe, Michael Nehls, MD, PhD, molecular geneticist, immunologist, author, and educator, reveals as an insider that the mRNA shots, falsely called vaccines, were from the beginning designed to "destroy humanity". He claims the injections were part of a plan by the World Economic Forum (WEF), the United Nations and the World Health Organization (WHO), and Big Pharma to massively reduce world population. One of the few insiders who blows the whistle on the truth. One may add that among the hidden criminals were and are to this day active, also Big Finance, the Military Industrial Complex, Big IT, and the corrupted mainstream media, that dominate over 90% of western news outlets. However, Dr. Nehls, a leading expert with inside knowledge of the plot, says the plan may not be realized in time, because the "shots were created as a ticking time bomb, that would continue to eliminate the vaccinated for several years after they received the shots". It would therefore be difficult to identify the cause of death with the covid jabs. Besides, people who are on the path of dying, or people who know people who have most-likely died due to the shots, will not dare to speak up, either for shame or for fear. This corner has been "wonderfully" covered by the plotsters. Call it – built-in mind-manipulated propaganda. See also this extraordinary interview of Dr. Nehls by Mike Adams. The delayed genocide-effect was also confirmed by Dr. Mike Yeadon, former Vice President, and chief scientist of Pfizer. See this and this and this. In a recent video, one of the main authors of the Club of Rome's "Limits to Growth" (1972) which planted the seeds for drastic depopulation talks about a 86% reduction of the world population. See Genocide Promotion – Club of Rome "Limits to Growth" Author. According to Dr. Nehls, the plan sought to "conquer the human mind" by destroying most of the human race to eliminate barriers and frontiers that are preventing the

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Social Media



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Athens Technology Center



Athens Technology Center
– software house



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