

Munich, December 4, 2025

## Siemens digitalizes Pergamon Altar

- **First interactive 3D access to a World Heritage Site**
- **Immersive digital tour around the monument**
- **AI-powered avatars for individualized information**

Siemens, in collaboration with the Prussian Cultural Heritage Foundation (Stiftung Preußischer Kulturbesitz – SPK), is digitalizing the Pergamon Altar at the Pergamon Museum on Berlin's Museum Island. Starting in 2026, an interactive digital 3D access will offer new perspectives of the monument even before it reopens in 2027.

With this highly detailed application, the SPK offers new strategies for conveying art and culture. As a partner, Siemens enables a comprehensive presentation of the Pergamon Altar and its two friezes: the large, monumental Gigantomachy Frieze, a more than 110-meter-long, intricately detailed relief depicting the mythical battle between gods and giants, as well as the smaller, so-called Telephos Frieze, the “founding saga” of Pergamon and its ruling dynasty, the Attalids. Hundreds of thousands of detailed images will be integrated into a three-dimensional experience environment.

“We’re turning digitalization into a time machine and bring antiquity into the virtual world! Together with the Prussian Cultural Heritage Foundation, we are digitizing the Pergamon Altar, a remarkable monument of human history. This is how a World Heritage Site becomes accessible: for everyone, anytime, anywhere”, says Cedrik Neike, Member of the Managing Board of Siemens AG and CEO Digital Industries.

An application is being developed that uses artificial intelligence (AI) to provide tailored background information and leverages a photorealistic real-time environment that allows users to freely navigate the World Heritage site. The real-time engine renders highly detailed, lifelike 3D graphics instantly and without delay. Museum visitors will be able to virtually move around the altar, explore mythological

depictions in detail, travel back to the monument's era of origin, and access comprehensive information about the World Heritage Site. This digital installation lowers access barriers and opens new possibilities for research, education, and mediation. In a subsequent step, visitors can retrieve additional information about the history of the Pergamon Altar through dialogue with AI-powered avatars.

“Our goal at the Siemens Arts Program is always to further enhance the value of cultural and artistic content through technological innovations. I am delighted that, with the digitalization of the Pergamon Altar, we are opening up a new and inclusive access to a masterpiece of world culture; something that had never been possible before,” says Stephan Frucht, Artistic Director of the Siemens Arts Program and Deputy Chairman of the Board of Trustees of the SPK.

The Pergamon Altar is considered one of the most significant works of Hellenistic art. The monument from the 2nd century BC is particularly known for its richly detailed Gigantomachy Frieze and has been the centerpiece of the Pergamon Museum on Berlin's Museum Island since 1930. The museum is currently undergoing extensive renovation and will partially reopen in 2027.

This press release is available at <https://sie.ag/2u3juw>

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