Case Study

How Wordly Powered Japan's Premier Tech Exhibition with Live AI Translation

Challenge: Keeping Up with Growing Demand for Multilingual Access While Staying Within Budget at Japan's Largest Tech Event

The Combined Exhibition of Advanced Technologies (CEATEC) is Japan's largest and most influential technology showcase. While CEATEC was officially established in 2000, its roots go back to 1962 with the first Japan Electronic Industry Exhibition. Organized by the Japan Electronics Show Association (JESA) under the direction of the Japan Electronics and Information Technology Industries Association (JEITA), the event highlights advancements driving Society 5.0 and next-generation digital ecosystems. With strong backing from the Japanese government, CEATEC continues to attract more international exhibitors, speakers, and visitors each year, making multilingual communication an urgent priority.

By 2023, global attendance had accelerated while in-person interpreters had fallen short. Event organizers needed a scalable, cost-effective solution capable of supporting the growing multilingual audience across keynote stages, pitch sessions, and conference rooms.
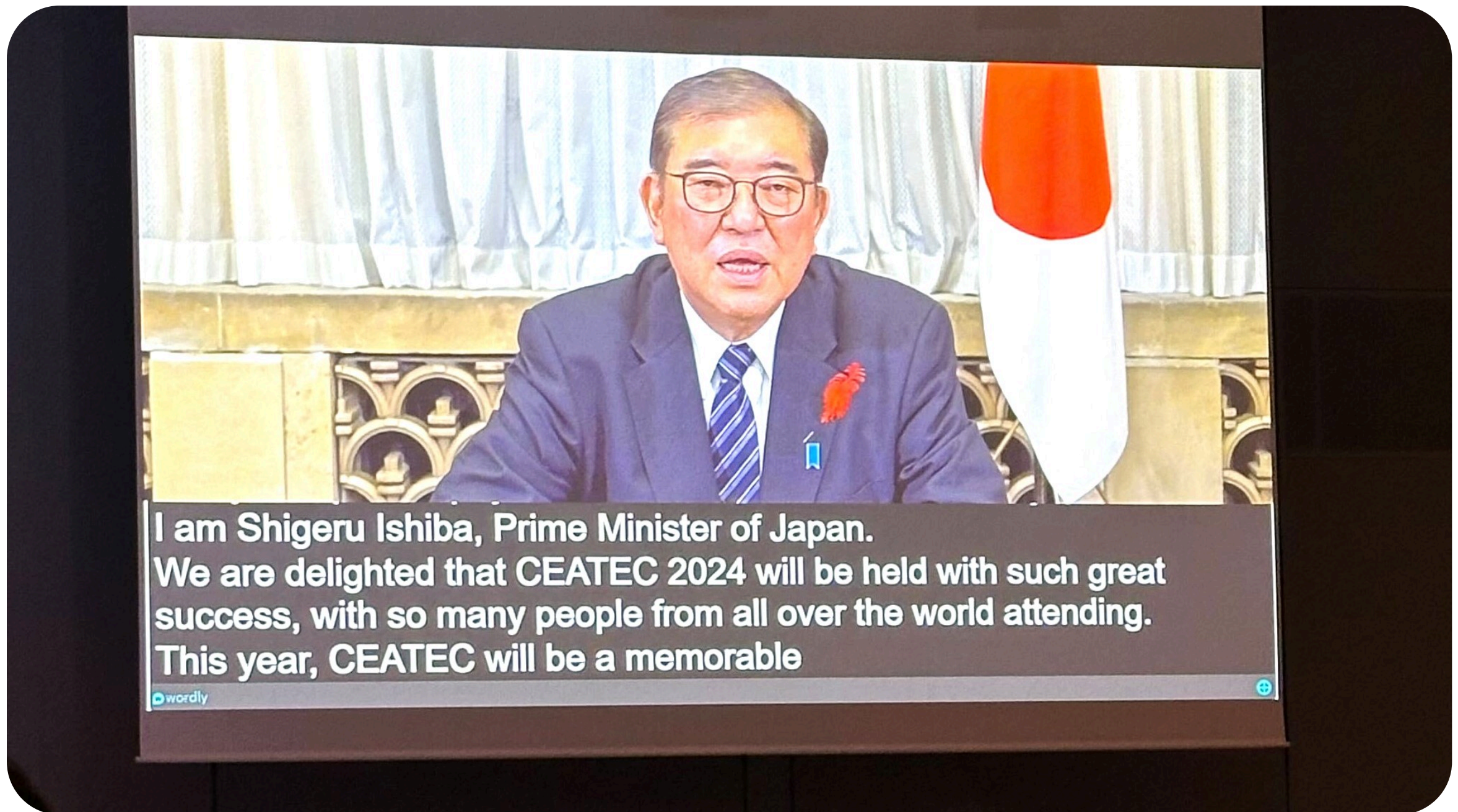
Solution: The Prime Minister Spoke. The World Understood. Wordly Made It Possible at CEATEC

To meet growing translation demands, CEATEC implemented Wordly real-time AI translation in 2023. This marked a bold modernization of how Japan's premier tech event communicated with the world. The highest profile test came during the keynote address delivered by Japan's Prime Minister, where accuracy, timing, and global comprehension were essential. The decision to use Wordly sent a powerful message: AI translation is ready for the international stage.

Wordly rose to the occasion, delivering simultaneous interpretation in dozens of languages, streamed directly to attendees' smartphones and monitors. By scanning a QR code posted throughout the venue, participants could follow speeches, panels, and pitches in their preferred language. From the main convention halls and Tech-Hub to the Pitch Stage and meeting rooms in the International Conference Hall at Makuhari Messe, attendees were able to stay fully engaged with every moment, regardless of where they were seated or what language they spoke.

The success of real-time AI translation for the Prime Minister's address became a turning point. It proved that AI could meet national-level translation expectations but also established a new benchmark for multilingual accessibility at large-scale events.

Soon after, JEITA expanded its use of Wordly across additional industry events, and member companies began incorporating the platform into meetings, webinars, and product demos.

Results: Greater Global Engagement and 25.8% Attendance Growth

The shift to AI translation delivered immediate and measurable impact from 2023 to 2025:

2023
- Wordly AI translation and captions supported CEATEC 2023, which hosted 89,047 registered visitors and drew more than 20,000 innovators each day.

2024
- After the introduction of Wordly, CEATEC 2024 attendance surged 25.8% to 112,014 visitors from 25 countries and regions. Overseas exhibitor participation expanded to 158 companies.
- Attendees followed keynotes, panels, and demos in dozens of languages on any device, in real time.
- All JEITA- and JESA-hosted stages fully transitioned to Wordly, with only certain sponsor-led sessions continuing to use in-person interpreters.

2025
- Wordly was used by 1,800 attendees at CEATEC 2025 on 17 stages with more than 75 session hours.
- Japanese, English, Chinese, and a dozen other languages were used throughout the four-day event.
- Attendees followed keynotes, panels, and demos in dozens of languages on any device, in real time.

As CEATEC continued to elevate its focus on AI, global collaboration, and next-generation technology, the integration of Wordly evolved into a symbol of Japan's commitment to innovation that includes everyone. CEATEC's decision to rely on Wordly during the Prime Minister's keynote in 2023 reinforced that message on a national stage.

The Future: A Lasting Shift to AI Inclusivity in Japan's Innovation Landscape

By adding Wordly, CEATEC moved beyond basic translation and made multilingual access part of how it welcomes the world. CEATEC has already confirmed Wordly will return for CEATEC 2026.

With Wordly now embedded across CEATEC and related industry events, Japan's leading tech exhibition has defined a new standard for global-ready communication. This ensures that the innovations shaping the future can be understood, shared, and advanced by people everywhere.

About CEAETC

CEATEC is Japan's largest and most influential comprehensive technology exhibition, serving as a dynamic platform for innovation toward Society 5.0's sustainable, tech-powered future.

About JEITA

JEITA is Japan's leading electronics and IT industry association, formed in 2000 through the merger of earlier groups from 1948 and 1958. It oversees a wide range of activities, including standardization, statistics, policy advocacy, exhibitions, and more. Among its affiliated bodies is JESA, which specifically handles the logistics and operations of JEITA's exhibitions

About Wordly

Wordly offers multiple ways to access translation in dozens of languages – on a phone, tablet, or computer. Read transcripts or listen to audio in your preferred language in real-time.

💬 Live Translation + Limitless Integrations

Wordly generates live, translated text and audio for events, webinars, or broadcasts, empowering attendees to engage seamlessly. Integrates with all major meeting platforms. RTMP, iFrame, and APIs available for custom setups.

文A Multilingual Subtitles

Wordly is known for its best-in-class accuracy and translates English, Spanish, French, Portuguese, Japanese, and dozens of other languages to expand accessibility across diverse audiences. Export subtitles, captions, transcripts, and summaries in all relevant formats.

🎨 Customizable Display Options

Admins can control font size, text color, and background color for in-room displays, monitors, and third-party caption overlays. Users can control text and background color on their phone, tablet, or computer.

⦾ Post-Meeting Support

In addition to real-time features, Wordly helps teams stay compliant with asynchronous support. We offer post-event transcripts, subtitles / caption* files, and summaries – all can be translated and mass exported in seconds.

Trusted by Millions Around the Globe

Wordly

Wordly's unified solution makes every touchpoint more accessible, engaging, and inclusive across every major language and meeting format. Listen to translated audio; read translated subtitles; read same language captions; access text transcripts and summaries. Wordly does it all for one affordable price.

Whether you're streaming a city council meeting, supporting school events, or having 1–1 customer discussions, Wordly ensures your is accessible to everyone.

In addition to powerful features, high scalability, and ease of use, Wordly has built strong security and privacy protection into our products and processes – including SOC 2 Type II and ISO 27001 compliance – and continuously test and optimize our infrastructure.

Wordly launched in 2019 and is the most trusted AI translation and captioning tool on the planet

Millions of Users

60+ Countries

Ready to see Wordly in action?

Book a Demo   **Read Our Reviews**