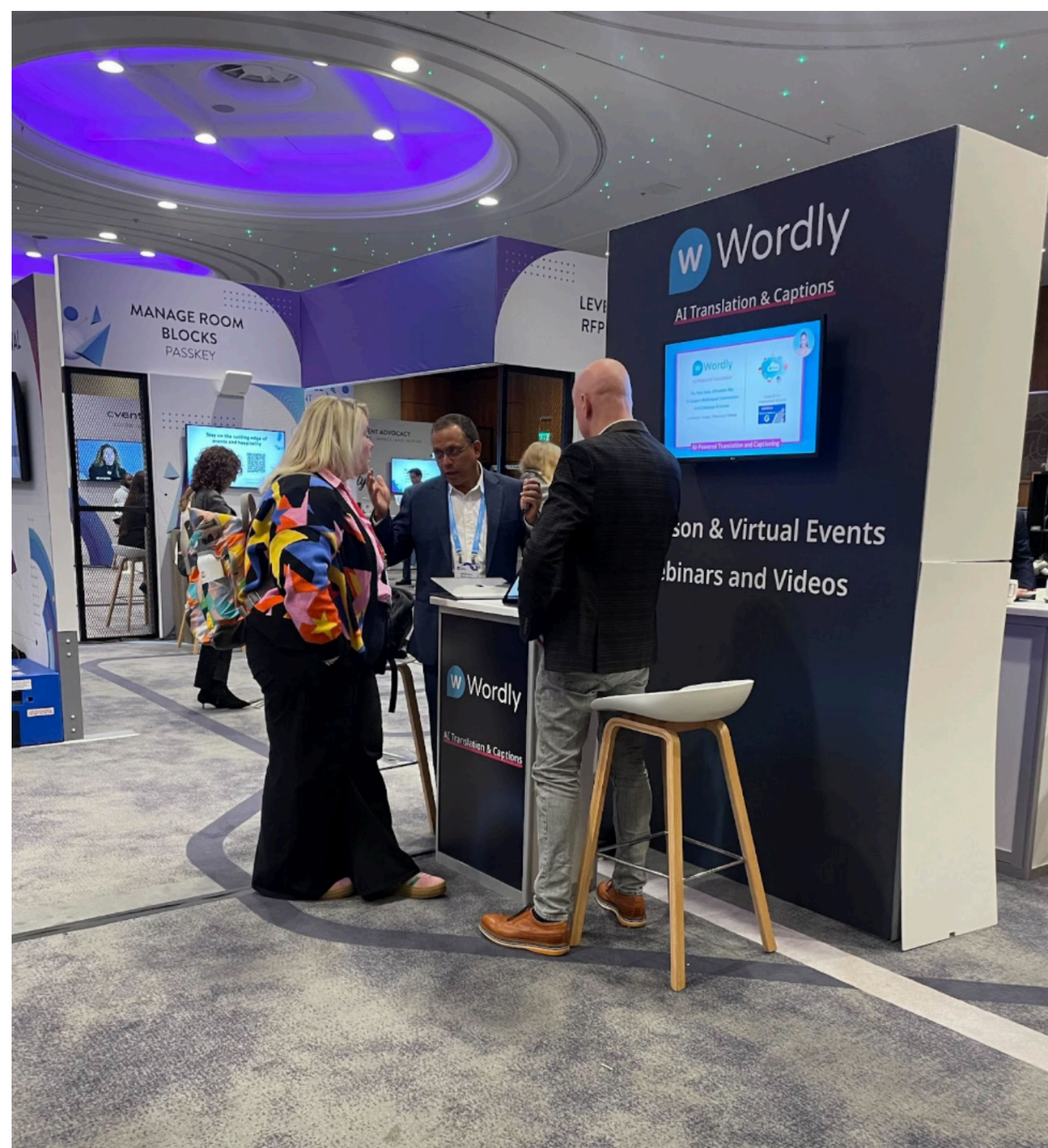


Technology User Conference Inspires Over 1,300 Attendees in Europe with Live AI Translation



Wordly showcasing live AI translation to attendees

A premier annual conference for meeting, event, and hospitality professionals in Europe transformed the attendee experience with Wordly's live AI translation platform. Over three days, more than 1,300 participants engaged in 26 educational sessions and workshops, enhanced by real-time translation across dozens of languages, all accessible directly on their devices.

By seamlessly integrating Wordly's cutting-edge technology, the event eliminated language barriers and elevated accessibility, ensuring everyone could participate fully, regardless of their native language. This helped enable the event to appeal to a wider audience and also increased engagement in the sessions.

Wordly Usage at the Event

- 1300+ Attendees
- 2,000+ Wordly Users
- 7 Rooms/Stages
- 26 Sessions
- 3 Days
- 60+ Languages
- 88 Hours

The event leveraged Wordly's custom glossary feature by adding presenter names, company products, and industry acronyms to optimize accuracy. The glossary setup was completed swiftly, ensuring smooth on-stage translations for a professional, polished experience.

Event Setup

Wordly worked seamlessly with the event's AV partner to deliver flawless pre-event setup and live execution. The AV team handled key equipment such as display monitors, audio cables, tablets, and the sound mixer, while Wordly provided audio conversion devices.

The Wordly event setup include the following items:

- Setting up 26 sessions in the Wordly portal
- Connecting in-person presentation kits to the event AV system and Wordly system
- Conducting microphone/transcription tests for the stages
- Providing live monitoring for the sessions

The technical setup involved connecting iRig audio converters to the mixer via speaker cables. These iRigs were then linked to tablets, which connected to the Wordly system through WiFi, streaming audio to the Wordly cloud for real-time speech-to-text and text-to-speech processing.

Pre-event preparations were very efficient, with the teams completing a full setup and test runs in under 15 minutes the day before the event. During the conference, the AV team performed quick 5-minute checks at the start of each day to ensure everything operated smoothly.

Attendee Accessibility Options

Attendees could access live text transcripts and audio translation on their phones or laptops, with Wordly ensuring a seamless process for both devices. Attendees also had the option of reading English transcripts on monitors in each room.

- **Phones:** Attendees scanned a QR code provided in each room, selected their preferred language, and instantly joined the session. They could read real time text transcripts in the language they selected. They could also listen to audio translation by plugging in their headphones and unmuting the Wordly app.
- **Laptops:** Participants visited a url provided by the event organizer, selected their preferred language, and instantly joined the session. They could read real time text transcripts in any language they wanted. They could also listen to live audio translation by plugging in their headphones and unmuting the Wordly app.
- **Room Monitors:** The conference organizers enhanced accessibility further by displaying real-time text captions on the room monitors. This enabled attendees to read English captions if they preferred versus accessing via their phone, tablet, or laptop. Wordly offers this capability for no extra charge.

Conclusion

Wordly's integration at the conference demonstrated the game-changing potential of live AI translation to enhance attendee engagement and overall experience. With real-time translations, Wordly eliminated language barriers for non-English-speaking participants.

Thanks to close collaboration with the AV team, the technology was seamlessly implemented across 26 sessions, effectively serving a diverse audience. Participants enjoyed live translations in dozens of languages, with the flexibility to either read text on their devices or listen to audio translations, creating a personalized and inclusive experience.

The client selected Wordly for its proven effectiveness in live conference interpretation and captioning. Live events often present challenging acoustic conditions, with background noises like applause, music, and reverb impacting clarity. Wordly's AI-driven platform was specifically engineered to excel in these dynamic environments, ensuring accurate and seamless interpretation tailored for live events.

About Wordly

Wordly provides live AI translation and captions for dozens of languages, making meetings and events more inclusive, accessible, and engaging. The Wordly platform does not require human interpreters or special equipment - making it easy and affordable to communicate across multiple languages. Wordly is used for in-person and virtual sessions by over 3 million users at 1,500+ organizations worldwide across a wide range of industries, including corporate, non-profit, government, education, and religious organizations.

For more information on Wordly, visit www.wordly.ai.

