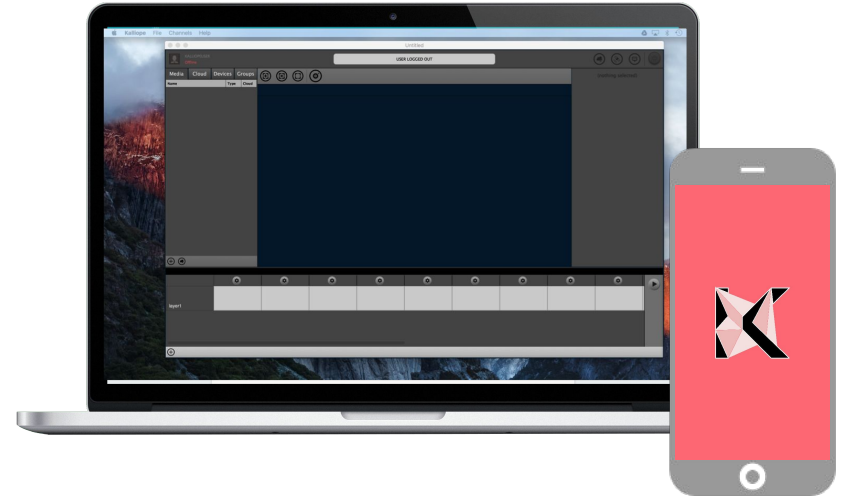# KALLIÓPÊ

MASSIVE INTERACTION SUITE
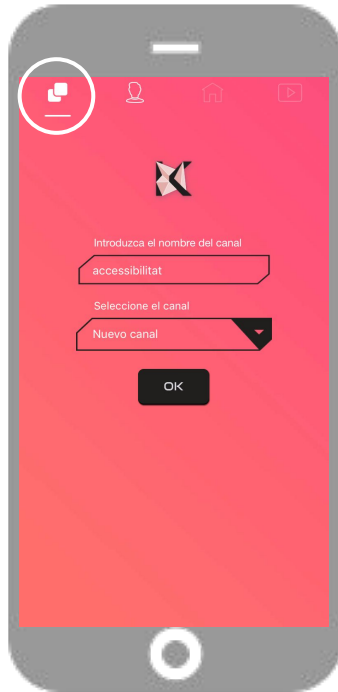
WHAT IS KALLIÓPÊ?

KALLIÓPÊ IS A MOBILE PLATFORM THAT ALLOWS:

- To send personalised real-time / instant multimedia messages, filtering the needs and preferences of your audience

- To engage and interact with your audience

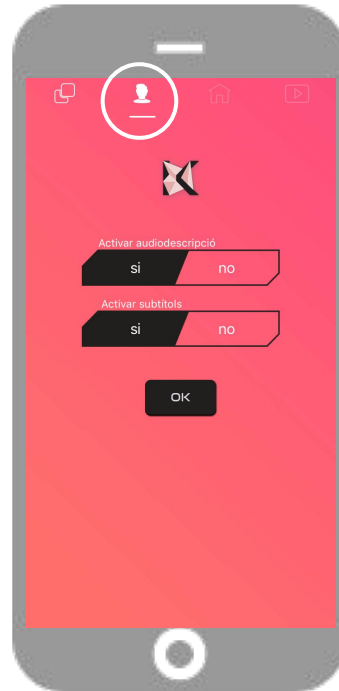- To create custom and unique experiences

WHAT IS KALLIÓPÊ?

Channel Switcher

1- Insert or choose the channel of the event

User profile information

2- Select as *many filters as you want. Each event might have their own filters applied.*

Landing website

3- While the event is starting, show your website or information to your users

WHO ARE WE?

FUNDACIÓ ÈPICA
LA FURA DELS BAUS

Epica Foundation
La Fura dels Baus

IGLOR Soluciones
Audiovisuales Avanzadas
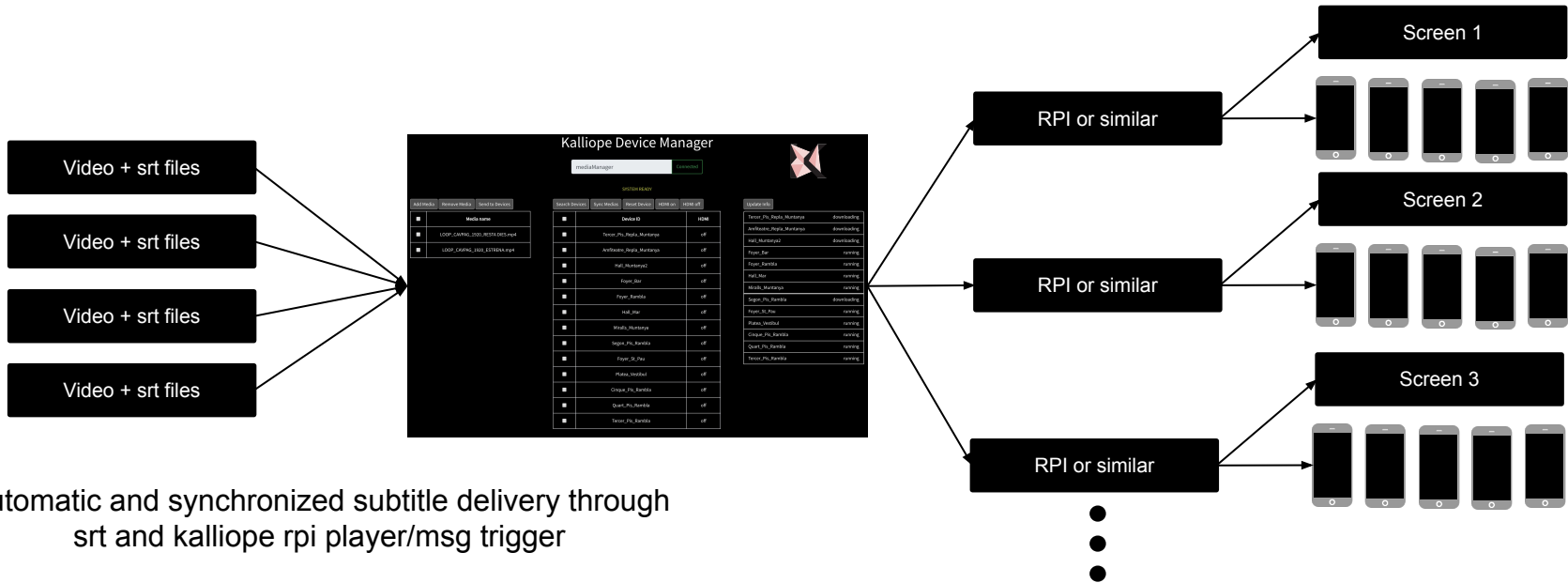
Transmedia Catalonia
UAB Research group

ACCESSIBILITY APPLICATIONS

**Només actiu
quan el vídeo
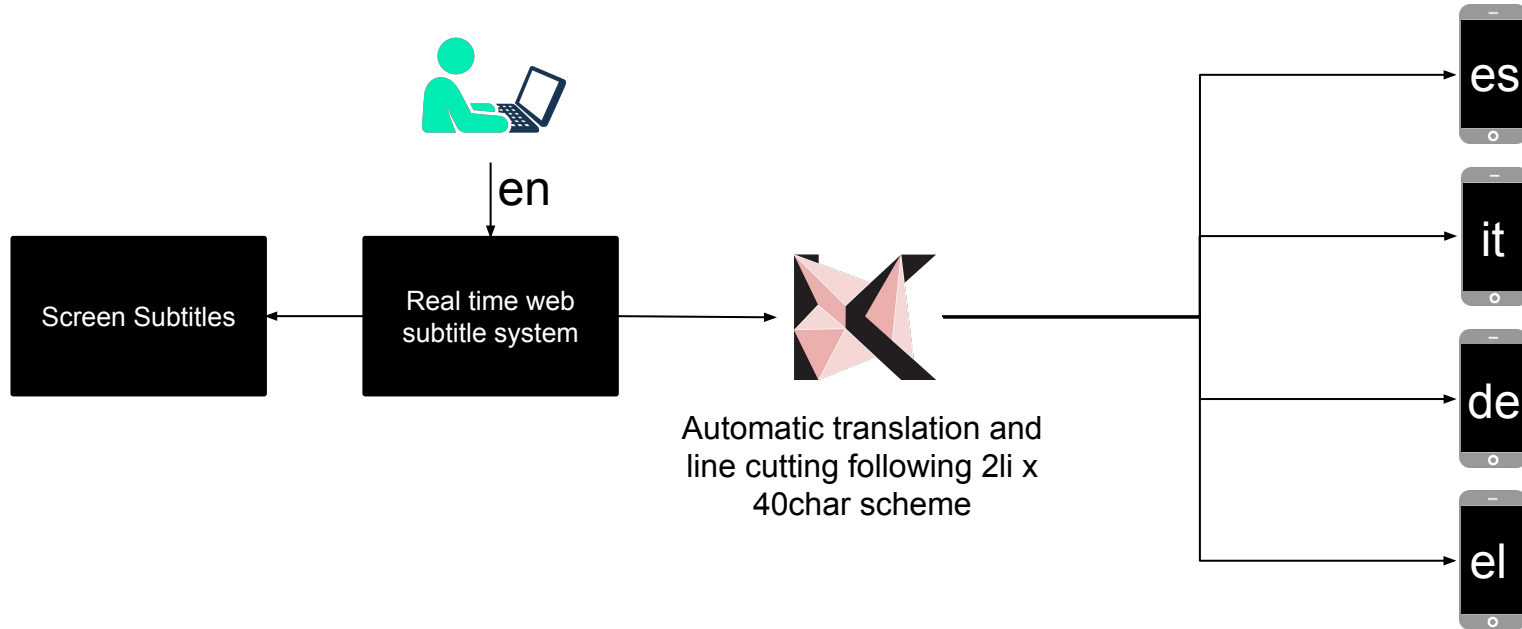està en marxa,
no disponible for
de la presentació**

FIXED EXHIBITION ACCESSIBILITY

Automatic and synchronized subtitle delivery through srt and kalliope rpi player/msg trigger

REAL-TIME SUBTITLE PROXY TRANSLATION

en

Screen Subtitles

Real time web subtitle system

Automatic translation and line cutting following 2li x 40char scheme
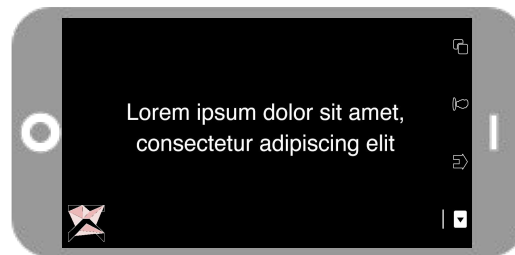
es

it

de

el

UX CERTIFIED

Kalliópê is user-friendly and includes:

- Low visual impact:
  - Reduce the luminosity impact on dark places
  - Reduce the impact on battery consumption
- Customizable background screen
- Customizable text color
- HTML tags for break line, italic, bold and text color
- Based on 3 text lines that fits screen width

Multilingual subtitle. Real time and deferred events

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Video sending through streaming, in real time and deferred events

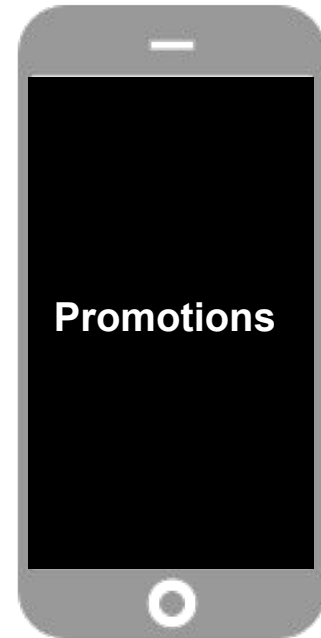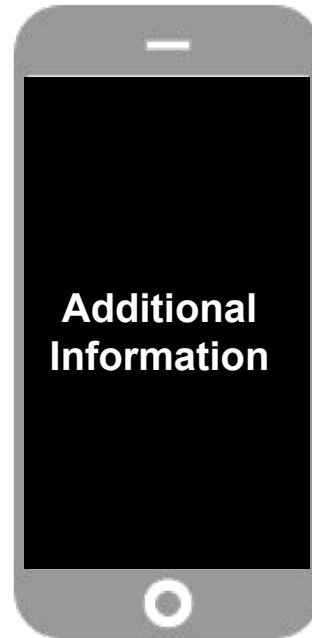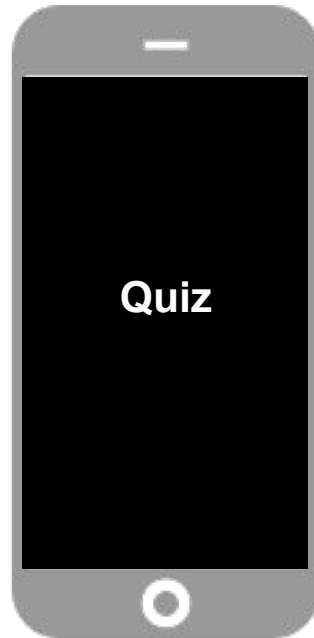*Multilingual audiodescription. Real time and deferred events*

ADDITIONAL FEATURES

COMMUNICATION WITH AUDIENCE
BEFORE THE SHOW (INHOUSE)

PERSONALIZED CONTENT DISTRIBUTION

Quiz

Libretto abstract

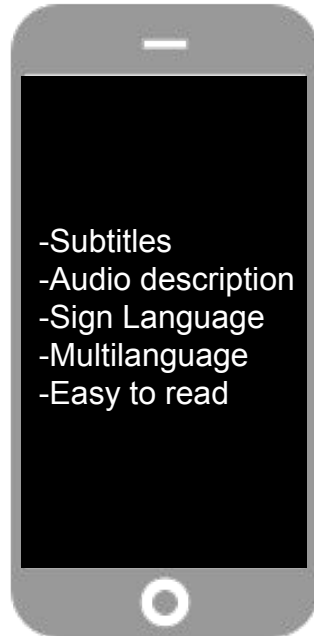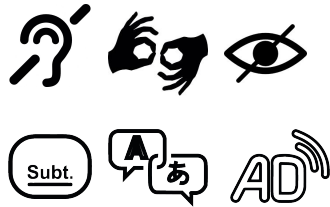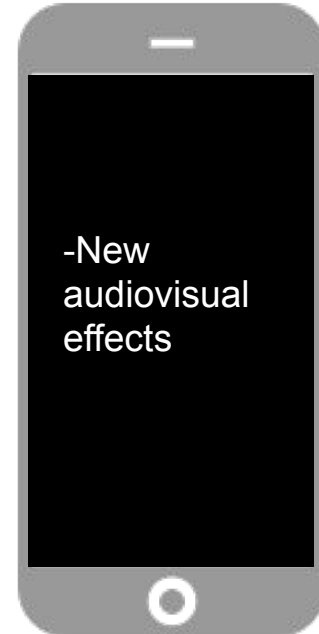**Additional Information**

Promotions

COMMUNICATION WITH AUDIENCE
DURING THE SHOW (INHOUSE)

INCLUSIVE ACCESSIBILITY

-Subtitles
-Audio description
-Sign Language
-Multilanguage
-Easy to read

CREATIVE CONTENT

-New audiovisual effects
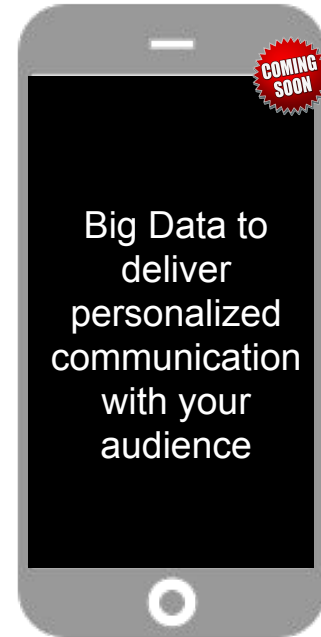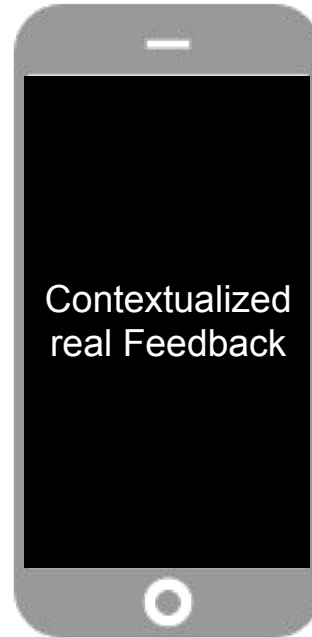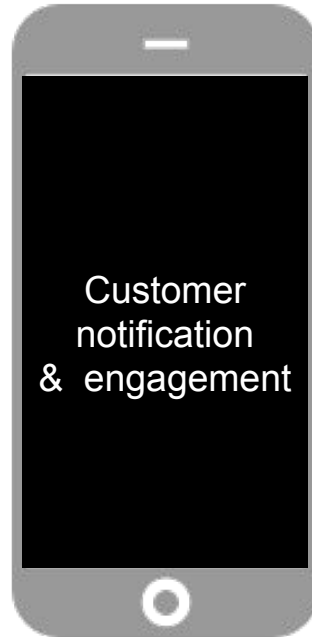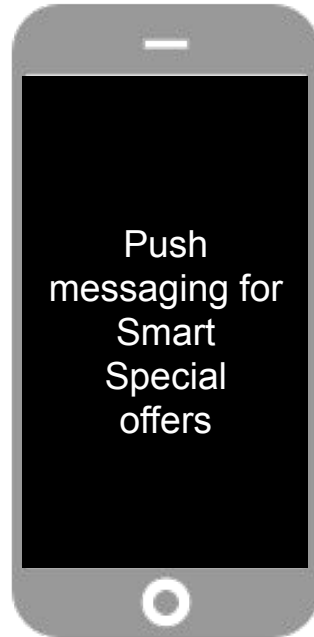
COMMUNICATION WITH AUDIENCE
AFTER THE SHOW

MARKETING CHANNEL FOR USER ENGAGEMENT AND FIDELIZATION

Push messaging for Smart Special offers

Customer notification & engagement

Contextualized real Feedback

COMING SOON

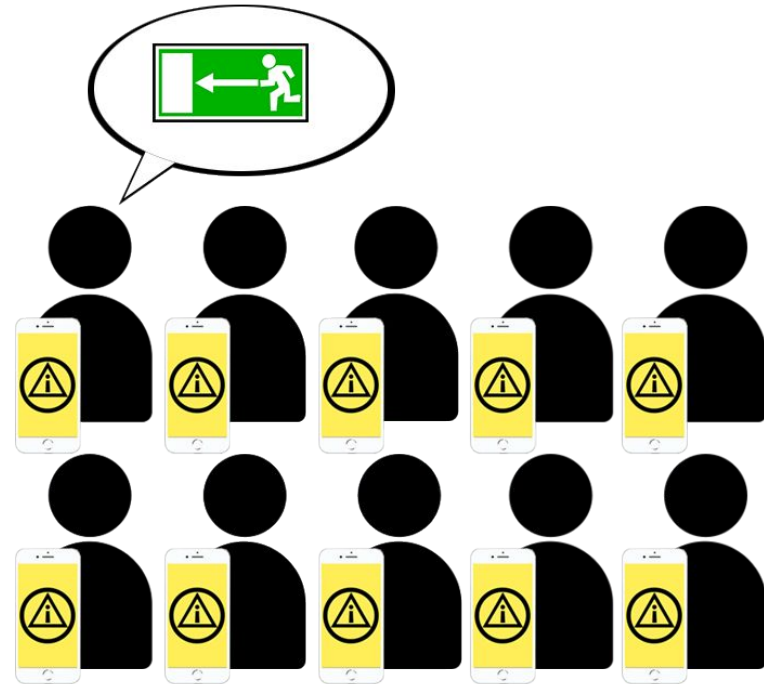Big Data to deliver personalized communication with your audience

REVOLUTIONARY SYSTEM FOR EMERGENCY SITUATIONS

Personalised evacuation commands according to:

- Zone and section associated to its seat (entrance)
- User accessibility requirements

Including:

- Haptic communication to alert all audiences
- Torch and sound activation
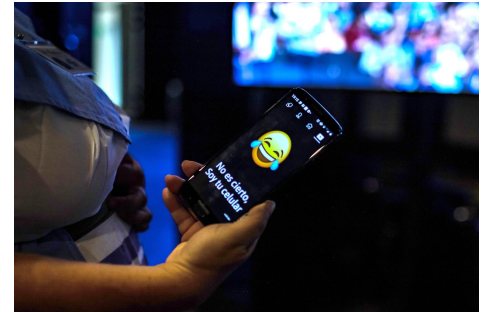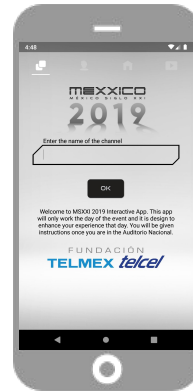- Real time feedback from users
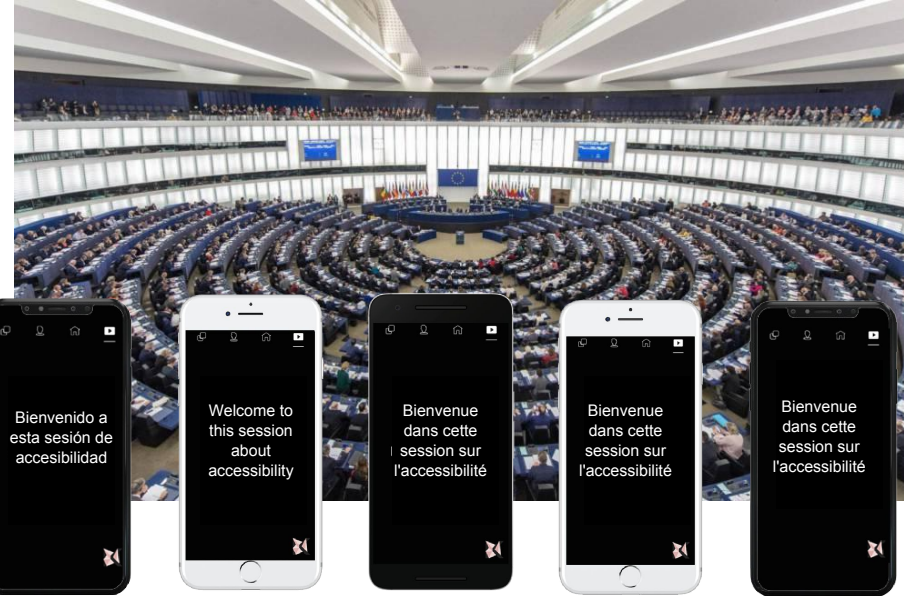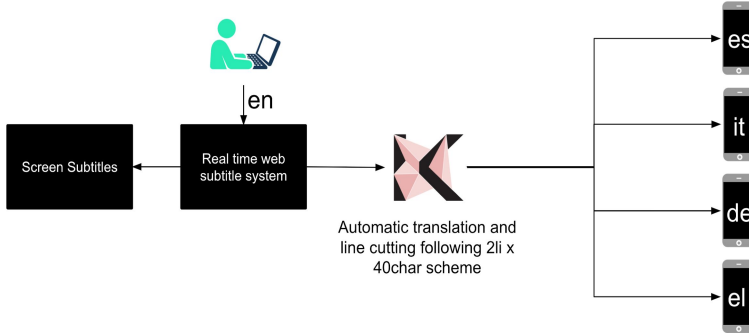
WHERE HAS IT BEEN?

MÉXICO S.XXI

- The annual event for the fellows of Telmex-Telcel Foundation
- More than 10.000 users connected at the same time.
- Customized app for the occasion
- Multimedia content streamed in live to the audience.

SESSION IN THE EUROPEAN PARLIAMENT

Multi language transcription streamed live for

a session during the European Parliament

EPICA FOUNDATION

- Promotion of interaction into live performances

- Second narrative and transmedia experience

- Active engagement with the audience

- Multi-language

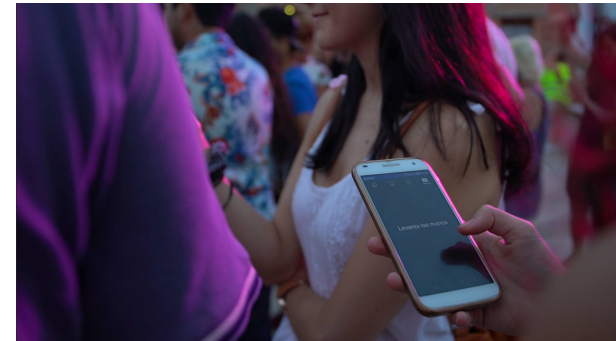- Included in more than 10 projects

FUNDACIÓ ÈPICA
LA FURA DELS BAUS

VALMONT BARCELONA BRIDAL FASHION WEEK

- Enhance the interaction with the audience during the digital catwalks

- Second screen for gathering real time feedback and enrich the transmedia experience

- Personalized notifications during the event

- Multi-language

IS IT FEASIBLE?

VALIDATED TECHNOLOGY

- IN REAL PRODUCTION ENVIRONMENTS WITH > 10,000 USERS

- TESTED IN-LAB WITH 70,000 USERS

SOFT TRANSITION

OUR SOLUTION IS COMPATIBLE WITH MOST OF THE ALREADY EXISTING SERVICES OFFERING ACCESSIBILITY AT TECHNOLOGICAL LEVEL:
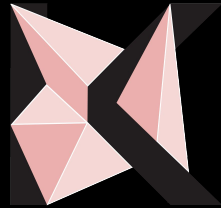
✔ Existing screens and Kalliópê operating at the same time

✔ Compatibility with existing subtitles format (easy to export)

✔ Possibility to integrate with already existing users database.

Moltes gràcies!

Fco. Javier Iglesias Gracia
fran@lafura.com
Barcelona, 14 d'Abril 2021