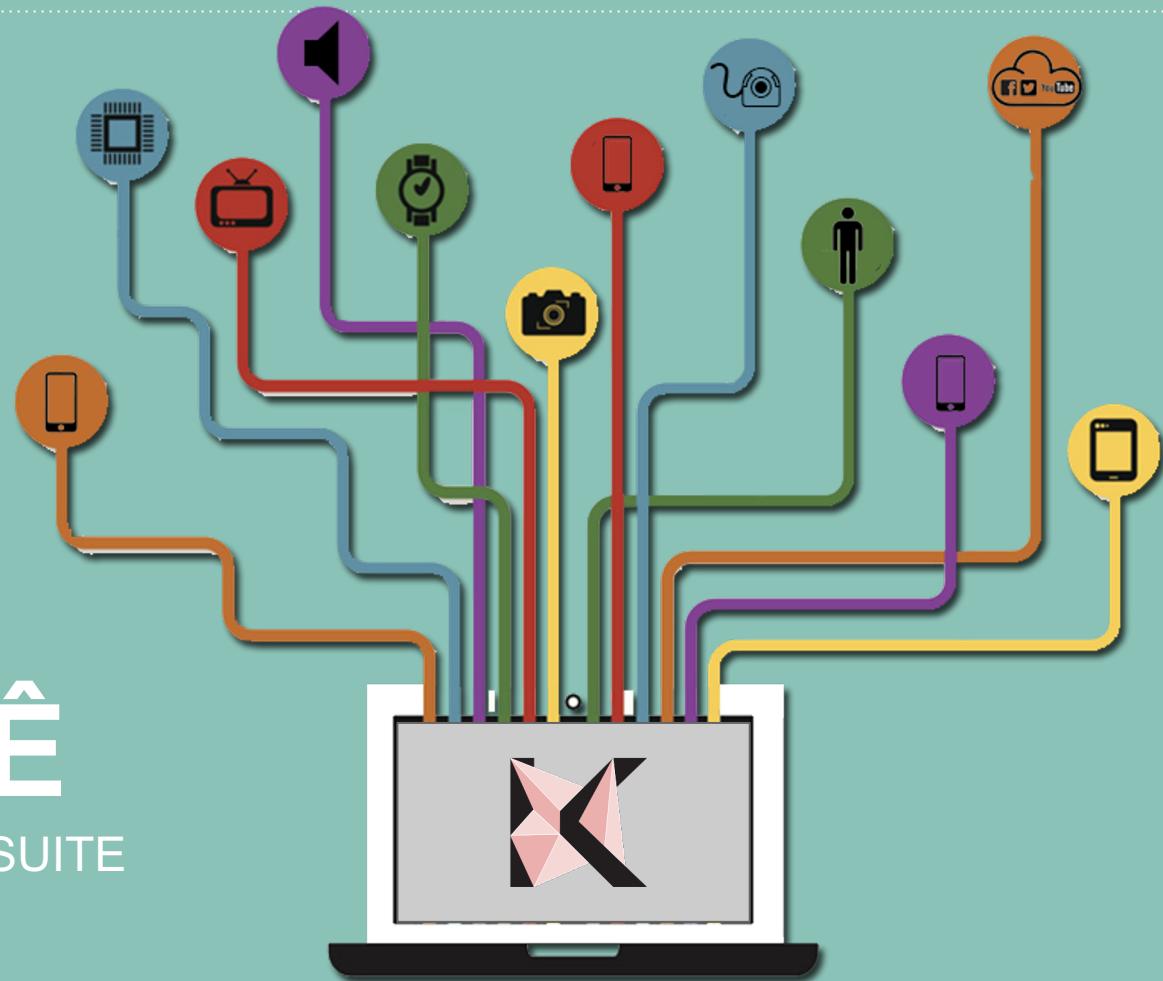




# KALLIÓPÊ

MASSIVE INTERACTION SUITE

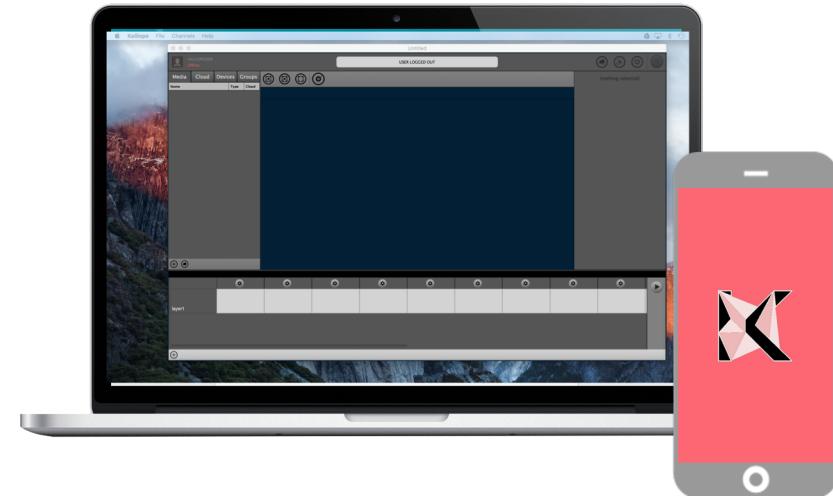


WHAT IS KALLIÓPÊ?



# KALLIÓPÊ IS A DIGITAL 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



**WHO ARE WE?**



**FUNDACIÓ ÈPICA**  
LA FURA DELS BAUS

Epica Foundation  
La Fura dels Baus



IGLOR Soluciones  
Audiovisuales Avanzadas



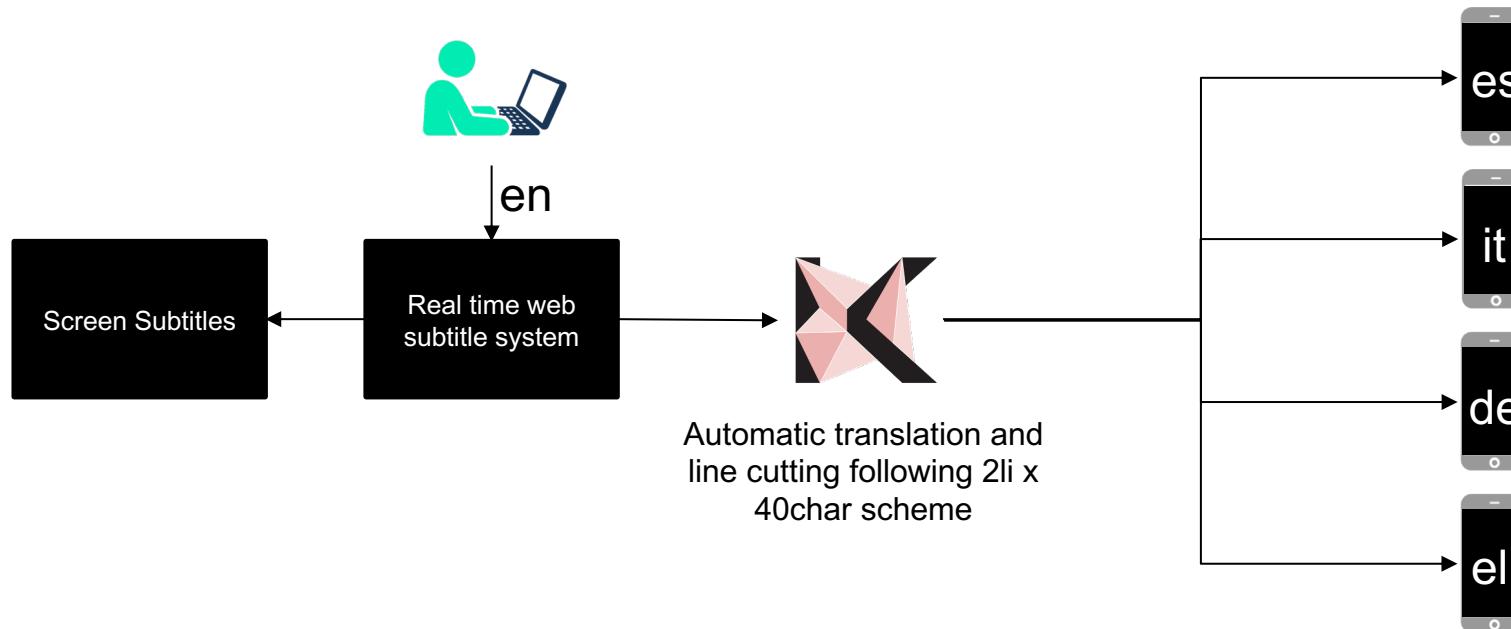
Transmedia Catalonia  
UAB Research group



FUNDACIÓ ÈPICA  
LA FURA DELS BAUS

# ACCESSIBILITY APPLICATIONS

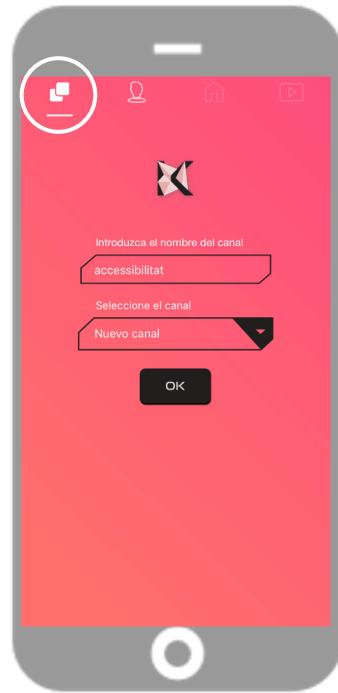
# REAL-TIME SUBTITLE PROXY TRANSLATION



# WHAT IS KALLIÓPÊ?

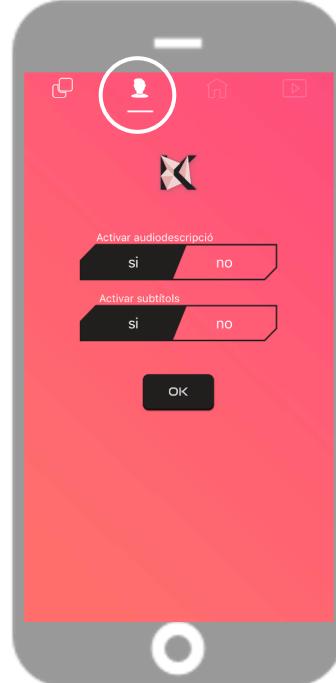


Channel Switcher



1- Insert or choose the channel of the event

User profile information



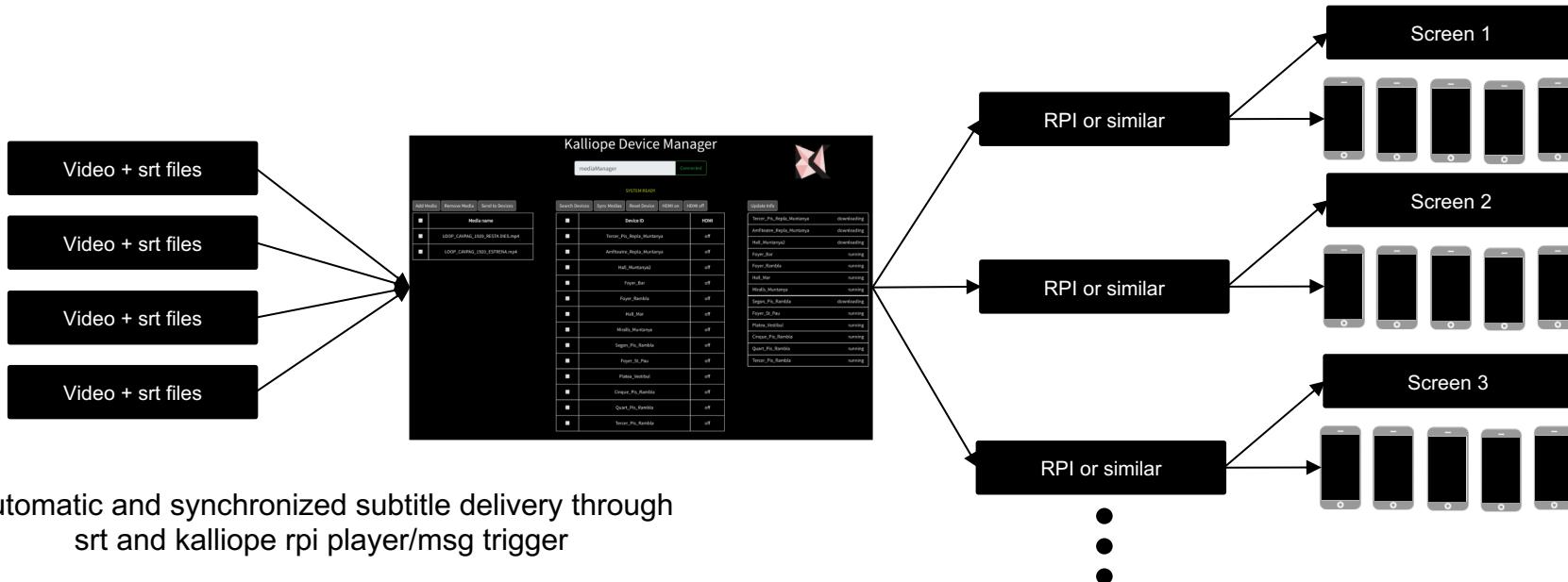
2- Select as *many filters as you want*.  
*Each event might have their own filters applied.*

Landing website



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

# FIXED EXHIBITION ACCESSIBILITY



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

# LAW & STANDARD COMPLIANT

Laws	Standards
1. EU Directive AVMSD	1. WCAG 2.1
2. European Accessibility Act	2. ISO/IEC/ITU 20071-21
3. EU Directive accessible mobiles	3. ISO/IEC/ITU 20071-23
4. Llei 13/2014 Accessibilitat	4. ISO/IEC/ITU 20071-25
	5. <a href="#"><u>UN ISDR</u></a>
	6. EN301 549

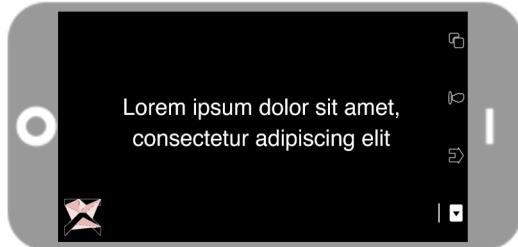


## UX CERTIFIED

Kalliópē 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



*Video sending through streaming, in real time and deferred events*



*Multilingual audiodescription. Real time and deferred events*

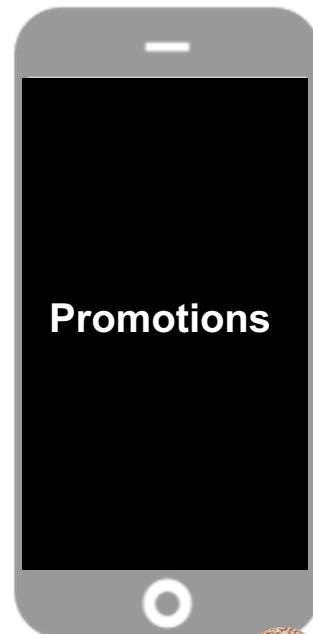
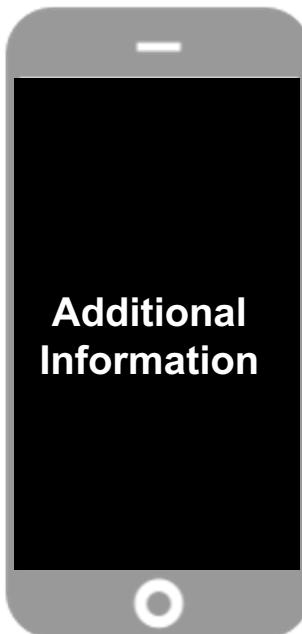
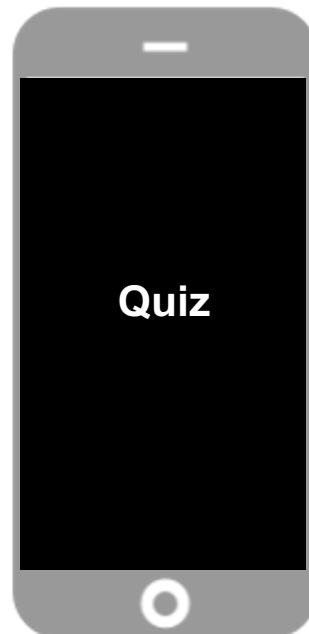


# ADDITIONAL FEATURES



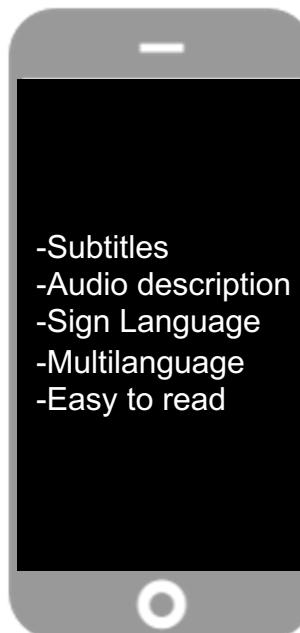
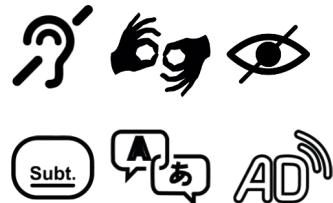
# COMMUNICATION WITH AUDIENCE BEFORE THE SHOW (INHOUSE)

PERSONALIZED  
CONTENT  
DISTRIBUTION



# COMMUNICATION WITH AUDIENCE DURING THE SHOW (INHOUSE)

## INCLUSIVE ACCESSIBILITY



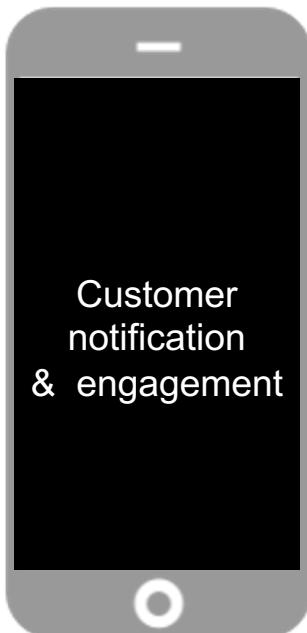
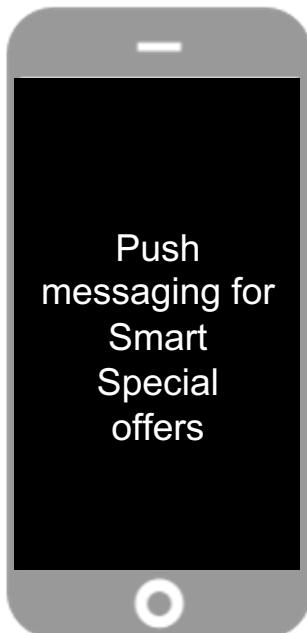
## CREATIVE CONTENT





# COMMUNICATION WITH AUDIENCE AFTER THE SHOW

**MARKETING CHANNEL  
FOR USER  
ENGAGEMENT AND  
FIDELIZATION**



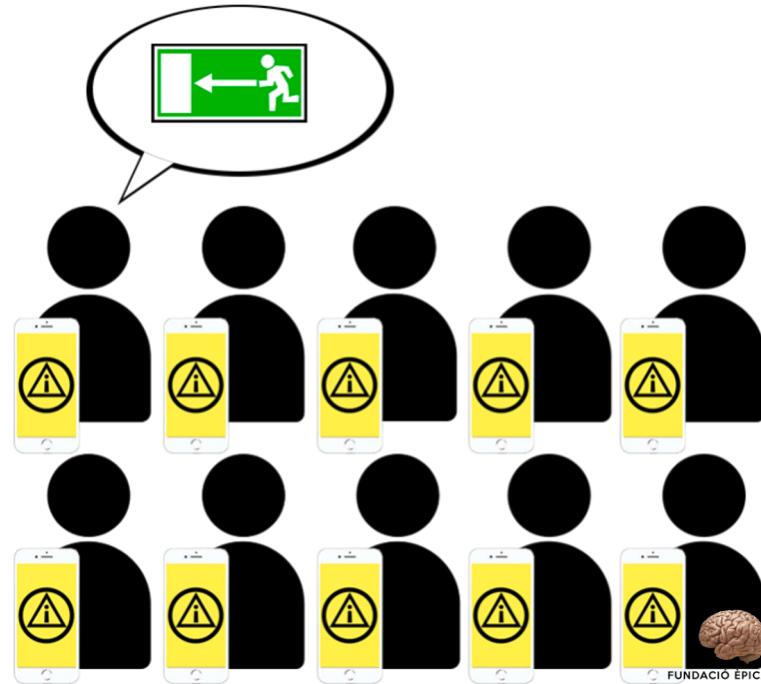
# REVOLUTIONARY SYSTEM FOR EMERGENCY SITUATIONS

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

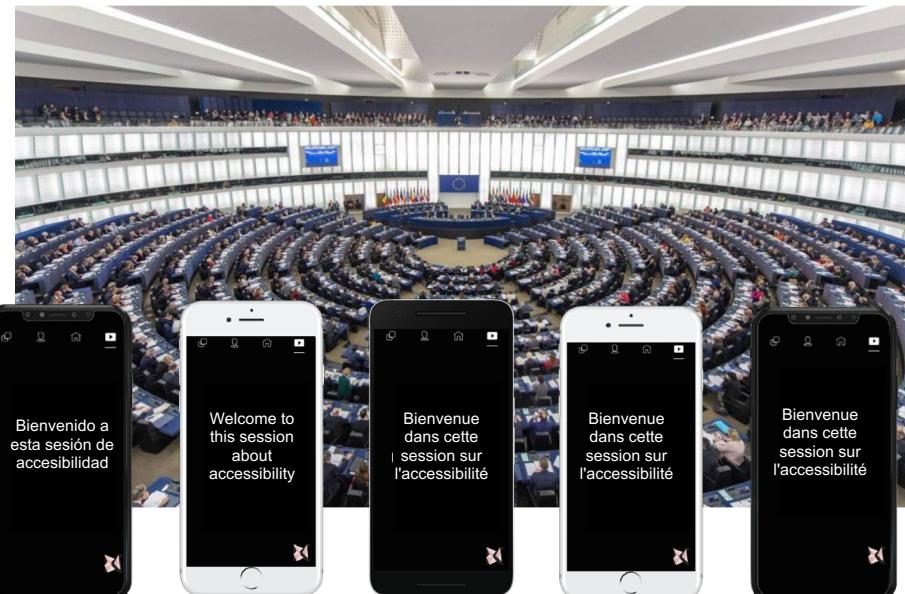
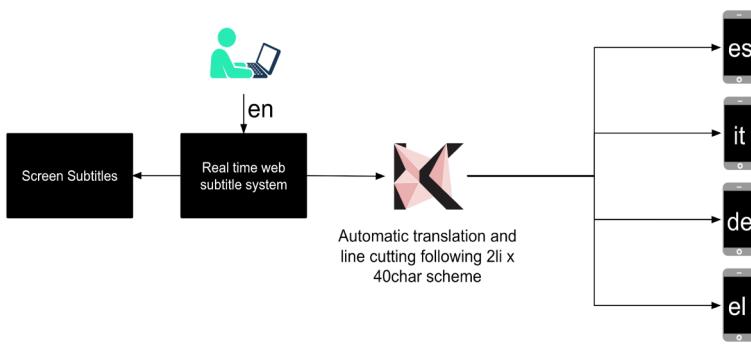
- The annual event for the fellows of Telmex-Telcel Foundation
- More than 10.000 users connected at the same time.
- Customized app for the occasion
- Multimedia content streamed in live to the audience.

FUNDACIÓN  
**TELME**x *telcel*



# 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



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



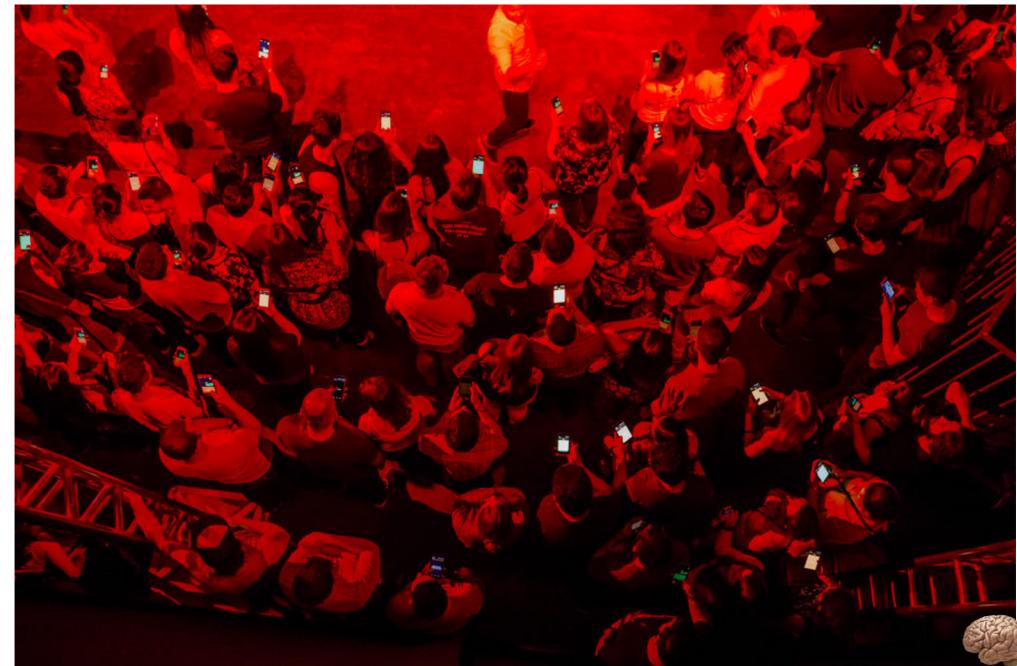
— VALMONT —  
BARCELONA  
**BRIDAL**  
FASHION WEEK



**IS IT FEASIBLE?**

# VALIDATED TECHNOLOGY

- IN REAL PRODUCTION ENVIRONMENTS  
WITH > 10,000 USERS
- TESTED IN-LAB WITH 70,000 USERS



# SOFT TRANSITION

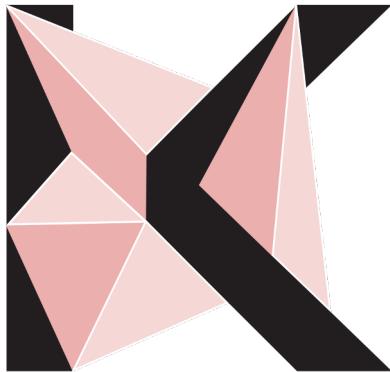
OUR SOLUTION IS COMPATIBLE WITH MOST OF THE ALREADY EXISTING SERVICES OFFERING ACCESSIBILITY AT TECHNOLOGICAL LEVEL:

- Existing screens and Kalliopê operating at the same time
- Compatibility with existing subtitles format (easy to export)
- Possibility to integrate with already existing users database.



LOADING





# THANKS!

**Fco. Javier Iglesias Gracia**

CEO - IGLOR Soluciones Audiovisuales Avanzadas S.L &  
General Manager - Epica Foundation La Fura dels Baus

Contact: [info@iglor.es](mailto:info@iglor.es) / [info@epicalab.com](mailto:info@epicalab.com)