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## PRESS RELEASE

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# RESULT OF A 100% SWISS COLLABORATION: THE 2M2C MONTREUX MUSIC & CONVENTION CENTER & THE START-UP KLEWEL IN THE TOP 5 OF THE AIPC INNOVATION AWARD 2009

On the 6<sup>th</sup> of July, in the context of the international annual congress AIPC 2009 (Association Internationale des Palais de Congrès, International Association for Congress Centers) at A Coruña -- Spain, the Montreux Music & Convention Center (2m2c) in collaboration with the start-up Klewel was elected finalist of the AIPC Innovation Award competition. This prestigious competition gathers the most innovative congress centers in the world. Since more than a year, the Montreux Convention Center innovates in terms of video distribution of conference content. Thanks to a close collaboration with Klewel, a Swiss start-up, the 2M2C proposes to its customers innovative services for capturing, indexing and putting online audiovisual content of congresses.

The 2m2c (Montreux Music & Convention Center) in collaboration with Klewel Sàrl based in Martigny, Switzerland finished in the top 5, among more than 70 participants world wide, at the AIPC Innovation Award competition.

### 1. Description of the innovation:

The proposed innovation provides leading edge solutions for effectively capturing, archiving and searching the information contained in multimedia digital recordings of presentations and conferences. An effective combination of hardware and software performs, without human intervention, the three key tasks of knowledge capitalization: multimedia capture, knowledge extraction and interactive web delivery. The technology constantly improves in collaboration with the convention centre and academic institutions involved in international projects. The Montreux convention center is developing the new concept in cooperation with the Klewel company.

### 2. Primary area to which the innovation applies:

This innovation simplifies the techniques, processes and workflow to publish online and webcast conferences. The Klewel system is a tool that enables the convention center to provide a new type of original and highly-efficient service and demonstrate an aspect that differs from other convention centres. Marketing: This innovation applies indirectly to marketing since these are new products to propose for conferences, conventions. The convention centers becomes the source of innovative projects resulting in a dynamic image and using the latest technologies.

### 3. Intended purpose:

Tremendous amounts of knowledge are shared everyday through oral presentations held in congress and convention centers. However, the biggest part of such an invaluable asset is irremediably lost in absence of effective technologies for knowledge capture, extraction and

access. Even after the most brilliant presentation, all it remains is usually some personal notes and some slide printouts. This innovation was intended to address knowledge management issue.

#### **4. Application:**

The innovation will be applied to the process of knowledge management.

Klewel has the best solution for this knowledge management issue: an effective combination of hardware and software capable of performing, without human intervention, the three key tasks necessary for knowledge capitalization:

- **Multimedia capture:** Klewel records the whole information delivered during a presentation without requiring any effort to the speaker and by simply pressing a button. The capture infrastructure is non-intrusive.
- **Knowledge extraction:** Klewel distillates automatically the core messages of the speaker from data as raw as audio and video streams thanks to fast indexing technologies developed at IDIAP Research Institute. (<http://www.idiap.ch/>)
- **Interactive web access** Klewel makes the knowledge of the speakers available to anybody through natural language queries as simple as those that everybody uses to find web pages with Google (visible on <http://www.klewel.com>).

#### **5. Development process:**

This innovation was conceived thanks to a user centred development in the congress center. It was observed that there is a need to capture and search for content regarding events held in congress centers. The need came from discussions with staff from the convention center. The innovation (Klewel) answers all these needs. We choose an Agile development for which the congress center technicians were very involved in all steps of the processes. A lot of pilot tests were conducted. A strong collaboration between Klewel and the congress center leads to useful feedbacks and suggestions for improvements. The present circumstances have led to a reduction of participants at the conferences organised by the convention center, which receives frequent requests from clients requiring a system that would record the meeting for those who were unable to attend. In addition, this system would enable the clients to have a complete file of their conferences by means of video, sound and power point.

#### **6. Results of the innovation:**

We received positive answers from customers, it is effectively a revolutionary tool for participants and non-participants to view, share, browse, search for conference content. In a couple of months, the following leads were acquired: Nestlé executive staff conference, Montreux city political assembly, conference by the World Business Council for Sustainable Development. These key clients are extremely satisfied; this innovation answers a real need. The convention center is receptive to the needs of its clients and can provide direct and efficient answers to their requirements.

#### **7. Measurable outcomes:**

Compared to traditional approaches: it saves time and cost. Since this innovation is all automatic, it increases effectiveness and allows to realize new business. In terms of finance: we received income and positive feedback from customers and conference organizers in general despite the economic crisis.

**Cost saving :** The number of personnel is reduced considerably and the results represent a greater improvement in comparison with what existed previously. Using only two technicians, this new concept can operate a system combining video recording, audio and power point, the display of the conference directly on-line and the activation of the research and filing process. In normal circumstances, 4 technicians would have been required for the job.

**Time saving:** With the new Klewel device, time can be gained when installing the technical equipment and the planning operations of the team. The convention center becomes proactive and reactive with a result obtained in 1 day. The on-line action can be carried out in 1 day instead of 1 week which would have been necessary with the conventional equipment.

**New business:** The convention center offers a new and high-performing service for its clients. It also fills a need since it did not exist before. The convention center places itself in the position of an avant-gardiste and a pioneer by proposing this system in the world of convention centres.

#### **8. Lessons learned:**

The convention center allow Klewel to gain the technical knowledge in the organisation of the conference, in terms of management, volume, quality, and references.

The most important is that the convention center and Klewel learnt the importance of pilot testing in real conditions during the development of the product.

Many new ideas arised from discussions: multi lingual management for translations, multi-room capture management, remotely manageable, remix audio, no more video cables, everything

should be captured in native format, in IP network, all digital.

### 9. Broader implications:

For concert and music festival purpose, this innovation could lead into having a better video network through IP and video content management within the convention centre. The new concept can be used during all the types of event: staff meeting, General Assembly etc and can be applied internationally.

About AIPC - <http://www.aipc.org>

AIPC - the International Association of Congress Centres - is *the* industry association for professional convention and exhibition centre managers world wide. AIPC is committed to encouraging and recognizing excellence in convention centre management, while at the same time providing the tools to achieve such high standards through its research, educational and networking programs.

AIPC occupies a unique position amongst the various organizations that represent the meetings industry. It is a true international organization, with representation from over 53 countries around the world. It focuses specifically on the issues, opportunities and challenges facing convention and exhibition centres. It celebrates and promotes the multicultural dimension of the international meetings industry and the role facilities play in enhancing this. And it maintains close working relations with related industry organizations to ensure members are well connected to overall industry issues.

About AIPC Innovation Award - <http://www.aipc.org/awards.html>

The Innovation Award recognizes the creation of new approaches in any aspect of management, marketing or operation of convention centres.

The AIPC Innovation Award reflects AIPC's mission of "Encouraging and recognizing excellence in congress centre management". It is made for specific projects or initiatives that represent "innovation" in the true sense of the word; that is, the development of a new, more creative or more effective approach to any aspect of congress centre management, operations or marketing.

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For more information :

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### Illustrations

Klewel's logo in EPS format EPS :

[http://www.klewel.com/logo/Logo\\_Klewel\\_cmjn.eps](http://www.klewel.com/logo/Logo_Klewel_cmjn.eps)  
[http://www.klewel.com/logo/Logo\\_Klewel\\_pantone.eps](http://www.klewel.com/logo/Logo_Klewel_pantone.eps)

Klewel's interface, poster : <http://www.klewel.com/aipc-innovation-award-2009/poster-zoom.jpg>  
<http://www.klewel.ch/blog/2009/06/30/klewel-is-finalist-of-the-aipc-innovation-award-2009/>

Conference AIPC 2009, programme:

<http://www.onetec.be/aipc2009/>  
<http://www.onetec.be/aipc2009/content/default71b5.html?page=s2>

Blog :

<http://www.klewel.ch/blog/2009/07/13/klewel-at-aipc-2009-in-spain/>  
<http://www.klewel.ch/blog/2009/07/13/quick-video-report-from-aipc-2009/>