



# Customer zero: How Kaltura used Kaltura to reinvent its own event



## The event started listening before it started speaking.

### Use case: Digital event concierge

Tim, our conversational event concierge, sat on the event registration page to answer questions, guide registration, capture attendee preferences and questions they would like to have answered at the event. Tim was also stationed at the event reception desk to help attendees navigate the experience in real time.

**Result: Confessions became insights.**



# We Killed the demo script

## Use case: Real-time AI demonstrations

We demo'd our AI technology on-premise in a "try-for-yourself" format. No prerecorded demos or fixed click paths, our Agentic Avatars reacted live to audience questions and prompts. Every interaction was different. Because conversational experiences shouldn't feel rehearsed.

**Result: Watching became interacting.**

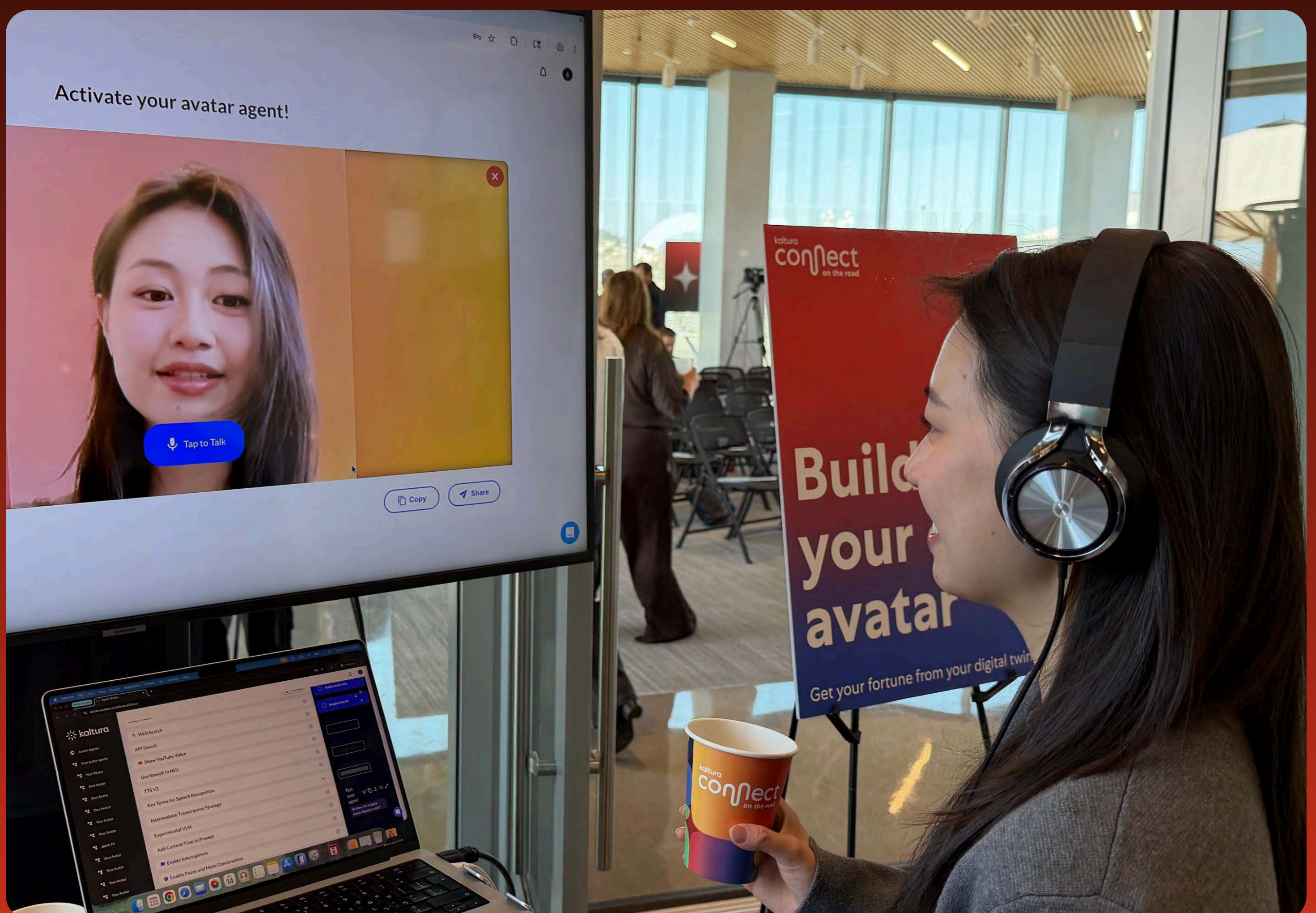


# Our swag talked back

## Use case: Instant avatar creation

Visitors created their own digital twins directly at the event. Not another demo, but a conversational lookalike that they got to take home. People became participants in the technology they came to explore, in a highly personal, fun, and impressive way.

**Result:** Everyone left with a digital twin in their swag bag.



## Yes. We gave AI a stage.

### Use case: AI entertainment activation

One of the most talked-about moments was the Agentic Avatar game show. A live experience hosted by an avatar – improvising, interacting, and entertaining – in front of the audience.

**Result:** Our enterprise AI showed it can also have personality.



# Avatars don't judge

## **Use case:** Capturing audience data through fun conversations

At our AI Confessions Booth, attendees privately shared their AI experiences with an avatar, because people confide more easily in AI. They also rated their AI proficiency (only 3.7/10 on average!). The conversations became data, which we shared as insights on stage.

**Result:** Confessions became insights.



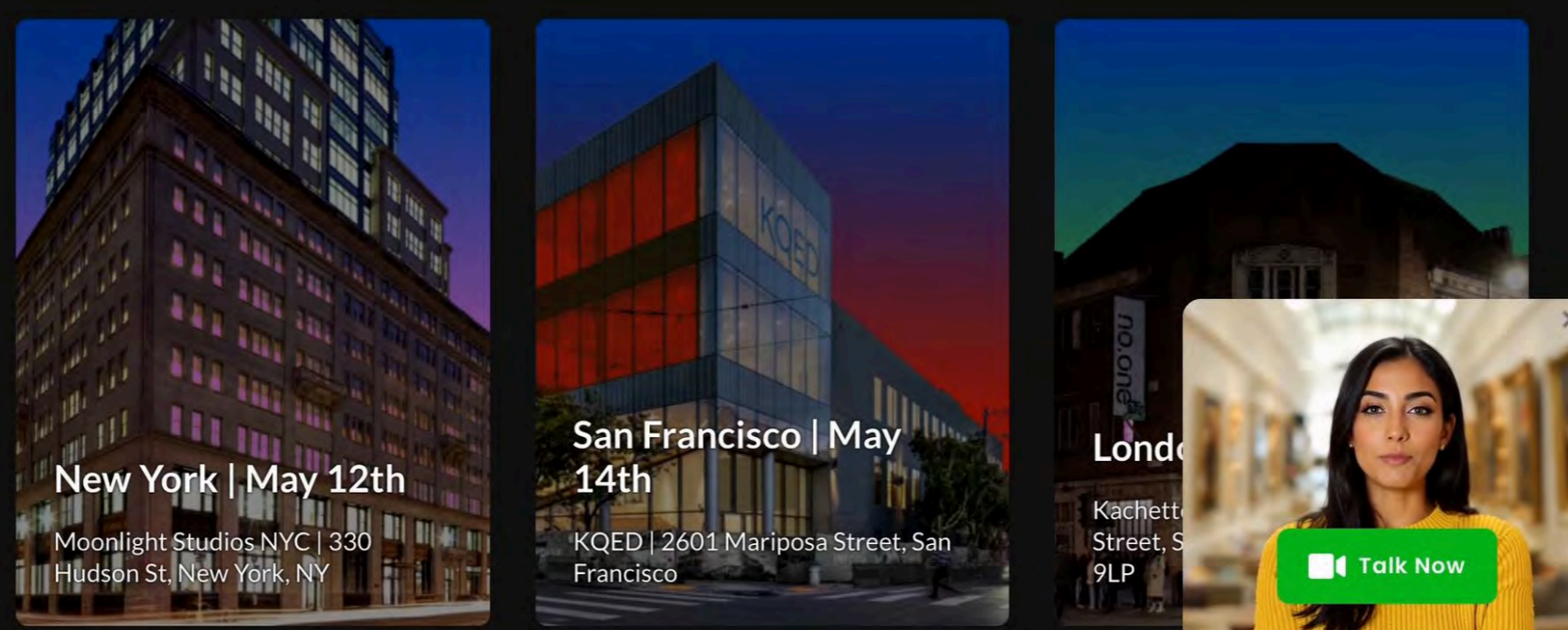
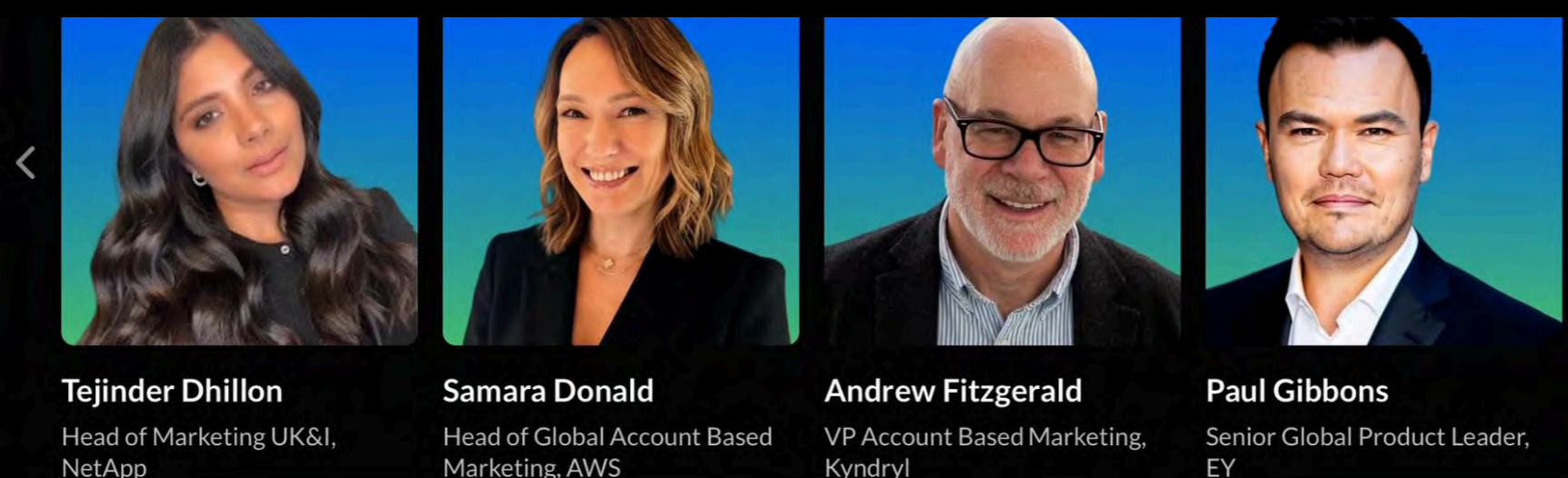
# Keeping the conversation going post-event

## Use case: AI-powered on-demand hub

Our Virtual Hub features Sophie, our “ask me anything” avatar, as well as a text-based AI answer box (Genie).

Sophie answers visitor questions about agendas, speakers, sessions, topics, and Kaltura’s solutions. Each session also has a video genie embedded in the player, enabling viewers to ask questions while watching the content.

## Result: Content became momentum



# Personalizing the attendee journey and experience in real time

## Use case: Content intelligence + experience personalization

We used PathFactory across the Connect 2026 journey to personalize content and registration experiences based on geography, interest, intent, and behavior, offering attendees the most relevant experience possible.

## Result: Events became journeys

