Phygital Event

More visitors served, with the same experts.

Kiosks, tablets and the visitor's phone connect the booth to remote experts, an AI Video Avatar and an AI Chat Agent. Visitors choose how to talk, and every mode runs at the same time.

PROPOSAL FOR BRANDS AND EVENT ORGANIZERS
Interactive Powers · October 2026



More conversations

Experts serve several booths and events at once from a remote hub, with no travel and no additional shifts to cover.

Each visitor, their mode

One QR code lets them pick kiosk, phone, call, avatar or chat. AI handles the simple; an expert, the complex.

Close at the booth

The conversation ends in an order: a demo, a booking or a purchase, with pay-by-link right there on the spot.

Follow-up afterward

Each visitor's history stays live after the show, and the same QR code lets them pick up the conversation.

Overwhelmed booth

At peak hours, lines build up around two or three experts, and many visitors walk away without talking to anyone.

Experts who can't travel

The engineer, the financial advisor or the product specialist can't be at every trade show or in every single city.

Leads that go cold

A business card or a form is not a sale. By the time the call comes days later, the visitor has already made up their mind.

The idea AI automates the booth and human intelligence turns the visit into a sale: two connected intelligences, one conversation, at every point of the event.

ONE QR CODE, FIVE WAYS TO TALK

The visitor picks the mode; all run at once

MODE	WHEN THEY CHOOSE IT	WHAT IT RESOLVES
Video Kiosk	They're at the booth and want to talk to an expert.	A remote expert appears on video, shows the product and advises.
Video call on phone	They'd rather keep walking, or the kiosk is busy.	The same video service on their phone, with nothing to install.
Voice call	It's noisy, coverage is poor or they'd rather not be on video.	An expert takes the call with the same visit history.
AI Video Avatar	They have a common question or want to configure.	It answers and leaves the configuration ready for the expert.
AI Chat Agent	They want a quick answer, any time, in their language.	It answers FAQs, books a demo or sends the tickets.
Close with payment	They've decided to buy, book or sign up.	AI prepares the order; the expert validates it and it's paid.

HOW IT WORKS

From QR code to paid order

1. **The visitor scans or taps** a kiosk, a tablet or a QR code at the booth, and chooses how they want to talk.
2. **AI handles the routine:** it answers, configures and hands the expert whatever needs advice or negotiation.
3. **The expert closes the order:** reviews the configuration, answers questions and sends the visitor the payment link.
4. **The conversation continues** after the event with the same QR code, the history and live supervision.

Single-brand event

HIRED BY THE BRAND

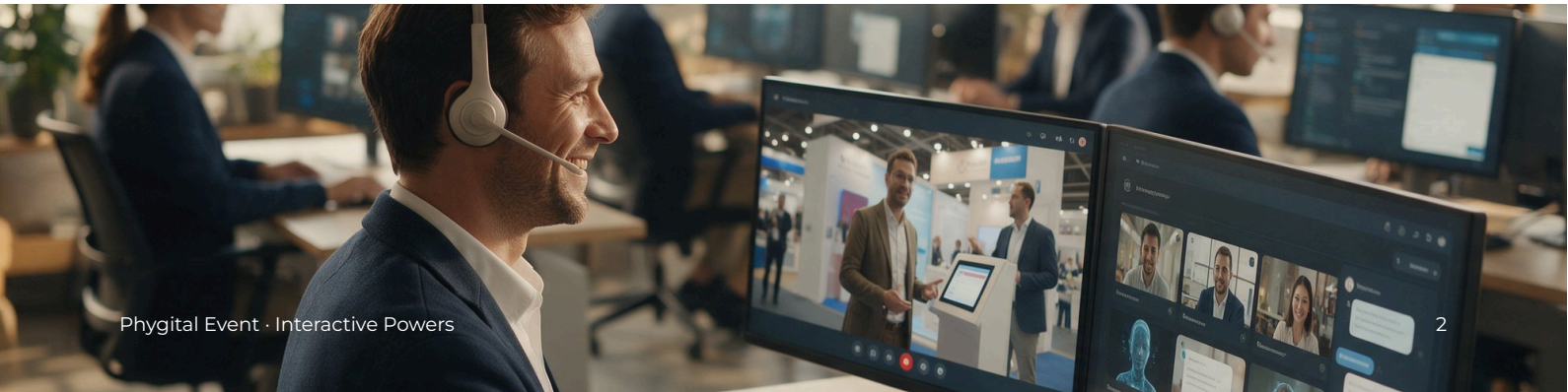
Own show, launch or showroom. The brand provides kiosks, avatar, chat and its own experts.

Multi-brand trade show

HIRED BY THE ORGANIZER

Shared kiosk network and QR code. Each exhibitor connects its experts, avatar and leads.

The result More visitors served and more orders closed at the event itself, with experts covering several shows at once and no travel.



A CROSS-INDUSTRY CASE

From the auto show to the student fair



Auto show

Single-brand · Avatar and expert

The visitor configures their car with the AI Video Avatar, and a product advisor serves them on video and books the test drive or takes a deposit.



Student fair

Multi-brand · Kiosk and chat

Each university connects its admissions advisors. The AI Chat Agent answers deadline and financial aid questions; the advisor secures the seat.



Travel fair

Multi-brand · Avatar on phone

The destination's avatar builds the package on the visitor's phone, and a travel agent fine-tunes it and books it with pay-by-link.



B2B launch

Single-brand · Remote engineer

The engineer presents the machine from the factory, answers technical questions from several customers and schedules the demo or quote.

What the event gains

More visitors
Served in their own mode and language.

More sales
Orders closed right at the booth.

Less travel
Experts covering several shows at once.

Useful data
History and leads from every visit.

How to start · 1. Assessment → 2. A pilot event with clear goals → 3. Trade show calendar

Technology already in production in banking, insurance and airports, applied to your events. It scales with data, not promises.
Let's walk through it in 45 minutes on your next event.

IntPowers