

auXala - listen differently.

auXala event streaming service debuts at Lyconet Elite Conference 2018 at O2 arena in Prague.

Lyconet is a global marketing network which hosts an event series called Elite Seminar, with a series of meetings all over the world. Every single event is attended by thousands of visitors from more than 30 countries worldwide, and spans over a 3 days.

auXala ENTERPRISE at O2 arena in Prague



20,000
Attendees



16
Languages



6,500
Listeners

Challenges

One stop of the Elite Seminar Series took place in the O2 arena in Prague. Roughly 20,000 attendees were seated at the O2 arena and were able to enjoy keynotes and talks from various well-known and top-class speakers. While all keynotes were held in English, it was of utmost importance to provide interpretation in multiple languages – 16 in total – for the benefit of the Lyconet visitors.

Lyconet was looking for a more modern, flexible, and scalable solution to replace the existing FM radio receivers which were previously handed out at every event. This was a rather cost-intensive endeavor and did not fit well with the company's digital nature.

The requirements for this event were:

- max. 10,000 concurrent listeners*
- support for 16 languages over DANTE
- work well with purpose-built WiFi (local & cloud)
- possibility to integrate with Lyconet app

* for future events the number of listeners and languages are planned to increase.

Solution

auXala enterprise provided the perfect solution to these challenges. auXala can work without an app, so it is simple and straightforward to integrate it into other services and apps since it is just a website. Due to our ingenious technology and architecture we were able to provide our cloud service in such a way that easily scaled and hosted 10,000 active listeners.

The auXala solution consisted of 3 parts:

1. Interpreters

For each of the 16 languages that were simultaneously translated, a booth was installed and staffed with 2 interpreters. The interpreters were hired and trained by Lyconet directly, due to their specific translation requirements.

2. auXala audio ingest

The audio signals of the 16 languages were merged into a DANTE stage box. The stage box consisted of 16 XLR-IN connectors where the audio cables of each interpreter booth were connected to. The outgoing audio signal was then converted to the DANTE format and was streamed over the internal network to 2 19" servers running the auXala ingest software. The ingest software mapped each DANTE channel to the specific language and delivered it to the streaming service. For reliability and stability reasons, every component was built twice.

3. auXala streaming service

The auXala streaming service was running locally on a high-end HP server and was designed to handle 10,000 concurrent listeners, as well as to serve the web interface that was integrated into the Lyconet app. The software automatically load balanced the listeners to the 2 existing servers. For reliability and stability reasons every component was built twice.

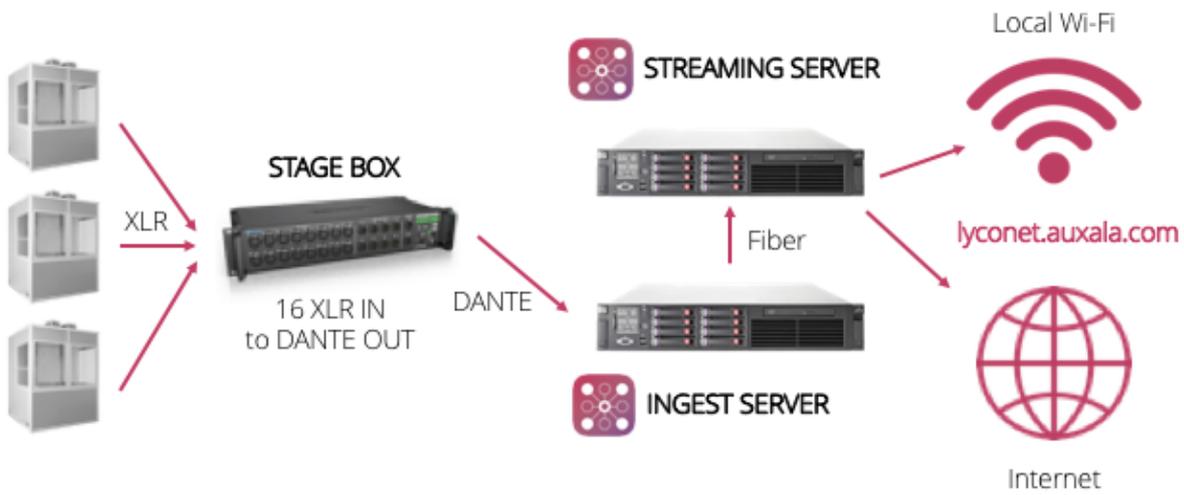
During the event we noticed that an estimated 40% of all visitors did not use the existing and free-of-charge Wi-Fi that Lyconet provided, so we decided to make the service available via internet, so attendees had the other option of listening through 3G/4G as well.

auXala admin interface and real time monitor

Using the admin interface and real time monitor, the responsible event manager and all technicians were able to keep a close watch on the performance and stability of the service. Additionally, for the first time ever, the admin interface gave the event manager the transparency and ability to actually see how each language performed and how many people listened to it at any given moment. This allowed Lyconet to improve the translation service for their future events.



auXala ENTERPRISE



www.auXala.com
event streaming service

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