LA 2028 EDITION

Whoo.AI

The Smart Venue Playbook

What happens when your Olympic venue knows every answer. Voice-first AI support for LA 2028—built by Whoo.

66%

of sports fans want the in-venue experience to match the ease of digital platforms—only 40% say venues deliver it.

71%

of Gen Z fans expect venues to offer interactive, AI-powered assistance.

+21%

rise in event-staff wages since 2019—making staffing harder to scale across every venue.

Meet Aiden

Aiden is Whoo's voice-first conversational AI—a virtual member of your venue's staff, always available and tuned to your venue's layout, services, and policies. No app to download. Fans just speak, and Aiden listens, understands, and acts: wayfinding, amenities, accessibility, and safety escalation, all through natural conversation.

WHY IT MATTERS

"It's not about replacing people—it's about enhancing what Olympic venues can do without inflating costs."

Wayfinding
Instant, spoken directions to any seat or gate

Accessibility
Stroller, wheelchair & sensory-friendly routing

Safety
One phrase away from emergency escalation

Insight
Live data on what fans ask, and where

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How Aiden Works in Your Venue

Four flexible ways to deploy Aiden—no app required, no infrastructure overhaul. Fans get help; operators get insight.

1

QR Codes

Placed on seatbacks, signs, and concessions. Fans scan and speak—no download, no login. Fast, cheap, and scalable.

2

Beacon Help Points

Branded, button-activated stations across concourses—always visible, and a direct line to emergency escalation.

3

Existing Infrastructure

Embed Aiden into current kiosks, screens, and "You Are Here" maps—no new hardware buildout.

4

Games App

Voice interface inside the official app—ideal for season and premium ticket holders.

Real-World Use Cases

Wayfinding
"How do I get to Section 112?"

Amenities
Restrooms, food, refill stations

Accessibility
Routing for strollers & wheelchairs

Safety
Instant emergency escalation

FOR VENUE OPERATORS

- Fewer repetitive tasks for staff
- Leaner event-day staffing
- Better operational visibility
- Happier, safer guests

SCALES WITH YOU

- 10,000 to 80,000+ fans, one system
- Multilingual, voice-first, inclusive
- No infrastructure overhaul required
- Live from QR to full app integration

Ready to meet Aiden?

Guide effortlessly. Support instantly. Operate smarter—built for LA 2028.

Contact Us

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