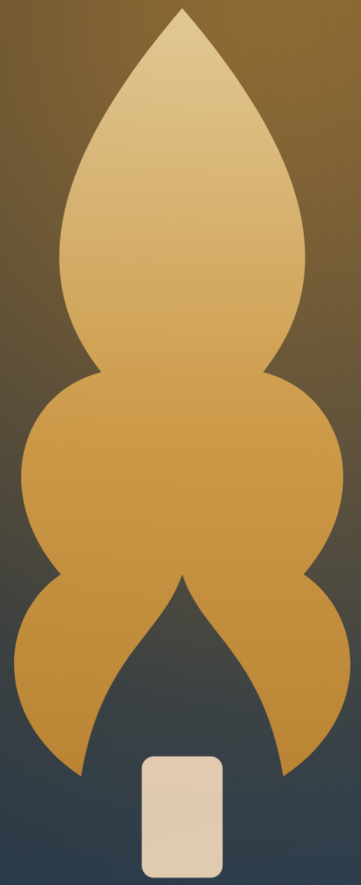
LA 2028 EDITION

The Smart Venue Playbook

What Happens When Your Olympic Venue Knows Every Answer



Whoo.AI

Venue Navigation: Still a Source of Friction

Across sprawling Olympic campuses, spectators often struggle with basic orientation: Where's my seat? How do I get from the athletics stadium to the aquatics centre? Where's the nearest transit hub after the event?

A 2022 STUDY BY CAPGEMINI FOUND THAT:

> "66% of sports fans want the in-venue experience to match the ease and convenience of digital platforms. Yet only 40% believe venues actually deliver on that expectation."

This gap has consequences. Lost or confused fans generate more demand on event staff. They spend less time engaging with food, merchandise, and sponsors. And worst of all—they leave with a poor impression of the Games, even if the competition was great.

Labor-Intensive Operations: A Cost You Can't Scale

Mega-events rely heavily on staff for wayfinding, crowd control, and in-person support. These are mission-critical tasks—but they're expensive and hard to scale across dozens of venues at once.

ACCORDING TO THE U.S. BUREAU OF LABOR STATISTICS:

> "In 2019, the average hourly wage for event staff (ushers, attendants, ticket takers) was $11.90 USD. In 2023, it increased to $14.39 USD/hour—a 21% rise in just four years."

Let's put that into context: if a venue employs 250 staff members for basic support during a session, that translates to over $18,000 USD in wages per event (assuming a 5-hour shift). And that doesn't include supervisors, security, or emergency response—multiplied across dozens of Olympic venues running in parallel.

Spectator Expectations Are Climbing—Fast

Today's fans live in a world of AI-powered services. They get restaurant recommendations from ChatGPT, turn on lights with Alexa, and expect apps to remember their preferences.

When they walk into a venue, they expect the same level of assistance—without needing to download yet another app. In fact:

> "71% of Gen Z sports fans expect venues to offer interactive, AI-powered assistance."

This demographic is quickly becoming the dominant ticket-buyer for events like the Games. Their loyalty is shaped not only by the competition, but by the experience around it.

The Opportunity: AI as Operational Infrastructure

This is where AI solutions like Whoo and its assistant Aiden come in.

Rather than hiring more staff to manage repetitive, predictable issues (wayfinding, information requests, flow control), Olympic venues are beginning to deploy AI-driven support systems that:

✓ Offer real-time directions to fans ✓ Answer questions via QR, help beacons, or existing screens

✓ Provide multilingual, inclusive assistance

✓ Collect data to continuously optimize operations and crowd flows

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

What This Playbook Will Show You

In the following chapters, you'll discover:

- How Whoo and Aiden work
- The three most effective ways to deploy them across LA venues
- Real-world use cases that are already delivering results
- The ROI you can expect—both in operational savings and fan satisfaction

Because smart Olympic venues are no longer futuristic.
They're becoming the new standard.

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When fans feel lost, Aiden gives them clarity. When they feel unsafe, Aiden gives them support.

Aiden isn't just smart—it's present. It listens, understands, and acts when your fans need it most.

Whoo & Aiden — Your Venue's Conversational Brain

Picture this: you're in a packed Olympic venue, the session is about to start, and you're still looking for your seat. Or maybe you've got your kid with you and can't figure out where the nearest restroom is. Maybe it's a break and you're looking for a vegan option, or you're alone and feel unsafe walking through a certain area. In any of these moments, you don't want to scroll through a clunky app or hunt for a staff member—you just want to ask someone who knows.

That someone is Aiden.

Aiden is a voice-first, conversational AI system designed by Whoo to act as a virtual member of your venue's staff—always available, highly knowledgeable, and tuned into the specific environment of each LA 2028 venue. It understands natural speech, knows exactly where the user is, and responds immediately with relevant, contextual help.

Need to find your seat?
Just say, "How do I get to Section 204?"

Looking for a family restroom?
Ask, "Where's the closest accessible bathroom?"

Feel unsafe?
Say, "I don't feel safe," and Aiden will respond, escalate, or connect you with human assistance if needed.

Need emergency help?
Aiden can alert venue staff or emergency services.

This is not a search engine. Aiden is location-aware, conversational, and reactive—more like talking to a staff member than interacting with a bot. It can be accessed from designated help points within the venue (like Whoo's Beacon stations), via screens, or directly from the fan's own smartphone—without the need to download an app.

Because it's voice-driven, fans don't need to type or navigate menus. They just talk—naturally—and Aiden listens, understands, and acts. It works in multiple languages and can adjust its tone and responses based on the context of the event (athletics, aquatics, ceremonies, etc.) or the urgency of the request.

What makes Aiden so powerful is that it doesn't offer generic answers. It responds based on real-time data and its deep knowledge of the venue's layout, services, and policies. This system is part of the Whoo platform, which equips venues with tools to deploy Aiden seamlessly and monitor its performance.

In short, Aiden turns your venue into an environment that can talk back. A place where fans no longer feel lost, ignored, or alone—because help is always just a question away.

Why It Matters

In the pressure of a live Olympic event, every second counts. Aiden gives venues the power to respond instantly to the needs of thousands of fans—without adding more staff or relying on outdated infrastructure.

Stadiums today aren't just venues—they're experiences. Aiden helps fans feel informed, supported, and safe from the moment they enter to the moment they leave.

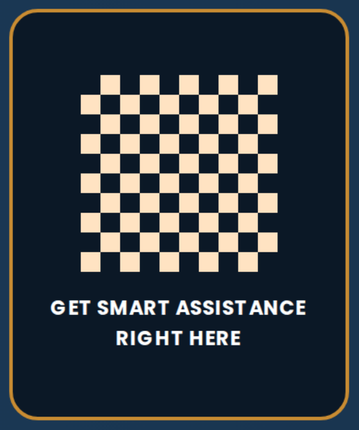
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How to Deploy Aiden in Your Venue

One of Aiden's greatest strengths is how naturally it integrates into the venue. While most digital solutions require fans to download an app, create an account, or learn a new interface, Aiden does the opposite: it meets fans where they are—in the moment, in the space, and on their terms.

No downloads. No instructions. Just say what you need—and Aiden takes it from there.

Aiden is designed to be accessed instantly, without onboarding or technical barriers. Fans simply speak, and the system responds. Whether it's finding their seat, asking for help, or reporting an emergency, they don't need instructions—they just talk. Let's look at the four core ways Aiden can be deployed:



QR Codes: Small Tags, Big Impact

QR codes are the fastest and most lightweight way to bring Aiden into a venue. Placed throughout the space—on seatbacks, walls, signs, ticket stubs, or concessions—each code instantly connects fans to a conversational session with Aiden through their own phone.

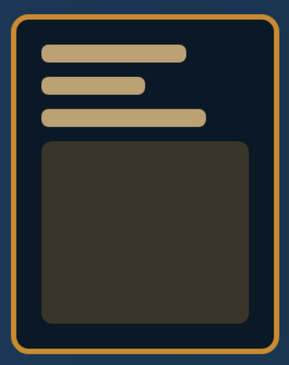
No download. No login. Just scan and speak. This method is perfect for Olympic venues that want to roll out, at scale, and with minimal hardware investment.

Beacon Help Points: Always Visible

For venues that want a permanent, high-visibility solution, Whoo offers branded Beacon help points—modern, button-activated stations designed to act as fixed Aiden access points across concourses, entryways, and gathering areas.

These stations are especially valuable in environments where fans may not want to use their phone—or during moments where physical visibility reinforces trust and safety.

Beyond guidance, these stations can also serve as direct escalation points for security or emergency intervention.



Integration into Existing Infrastructure

Many Olympic venues already have digital infrastructure in place—screens, kiosks, interactive maps, and guest service terminals. Rather than replacing this tech, Aiden can be embedded into it.

This option is ideal for "You Are Here" kiosks, digital concierge booths, club-level information screens, and accessible service counters—expanding coverage without new physical buildout.

A Model That Fits Any Venue

Aiden's access strategy is flexible, modular, and designed to grow. A venue might start with QR coverage in key areas, then add Beacon stations near concourses, embed voice access into VIP kiosks, and eventually integrate Aiden into the official Games app.

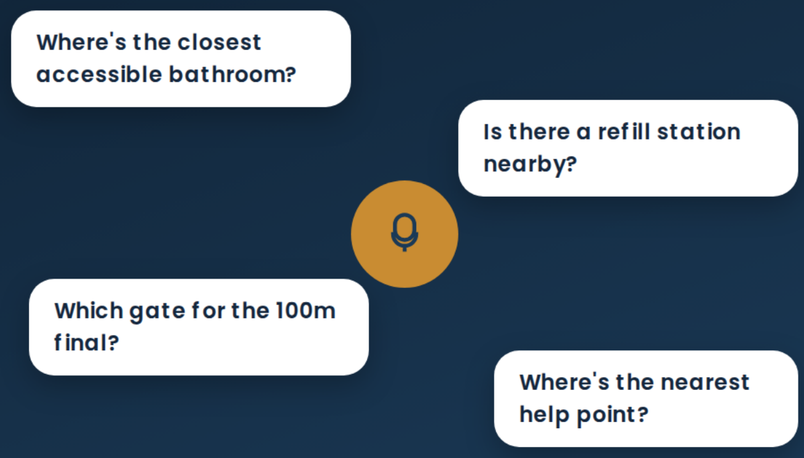
Your venue doesn't need more screens—it needs a voice that can respond.

Aiden doesn't replace your infrastructure—it makes it intelligent.

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Real-World Use Cases — From Wayfinding to Emergency Support

Great fan experiences don't just happen in the seats. They happen in the concourses, the transit hubs, at halftime, in a rush to find the restroom, or in a moment of confusion or stress. And every one of those touchpoints is an opportunity—for delight, for efficiency, or for failure.



Aiden turns confusion into clarity—in seconds, with just your voice.

This is where Aiden shows its true power: not just as a voice assistant, but as a real-time operational layer that responds to people, places, and context.

When fans say "I need help," Aiden listens—and responds instantly.

Finding Your Seat — Fast and Stress-Free

One of the biggest sources of friction for fans is simply getting to where they're supposed to be. For first-time visitors, families, tourists, or anyone running late, finding the right gate, entrance, or section can be stressful. With Aiden, fans just ask, "How do I get to Section 112?", and get an instant, spoken answer from their current location. No searching maps, no flagging down staff.

Locating Amenities — Right Now, Right Here

Where's the nearest restroom? Which concession stand has vegetarian food? Is there a water bottle refill station nearby? Fans frequently ask these questions, and Aiden has the answers. It knows the venue's layout, and real-time conditions like which options are closest given where the user is standing.

Supporting Families and Accessibility Needs

Aiden understands when the question isn't about location—it's about context. A parent can say, "I have a stroller—how do I get to my seat?" or "Where's the closest accessible restroom?", and Aiden provides accessible routing and helpful information. The system also supports questions about quiet areas, sensory-friendly zones, or wheelchair access.

Safety, Security & Emergency Escalation

Aiden is more than a guide—it's a point of contact in moments of urgency. Fans can say things like "I don't feel safe," "Someone needs help," or "I need medical attention." Depending on the venue's protocol, Aiden can trigger immediate escalation: alerting on-site staff, directing the fan to a safe zone, or dispatching emergency services.

Reducing Pressure on Staff Teams

Every time a fan gets the answer they need from Aiden, that's one less repetitive interaction for a human staff member. Over time, Aiden becomes a silent productivity tool that absorbs the noise, handles the volume, and gives the human team space to breathe.

Generating Operational Insight from Every Conversation

Because every interaction is logged (anonymously), Aiden becomes a powerful source of behavioral data. Venue operators can see what fans are asking, and when; which zones generate more confusion or demand; and how language preferences shift based on time of day.

The best staff member in your venue isn't human—it's always available, and never overwhelmed.

From Helpful to Essential

In the beginning, Aiden may be seen as a convenience—an optional layer of support. But in practice, it becomes essential. The fan who used to ask their friend now remembers the ease. The person who asked and got a response in seconds never forgets that feeling smarter—not harder.

Aiden is not a tool you have to teach people to use. It's one they already know how to use—because they already know how to ask.

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Ready to Meet Aiden?

In an era where fans expect instant answers, personalized service, and a sense of safety in every interaction, voice is no longer just a convenience—it's a necessity.

Aiden brings this capability to life. With every question answered, every direction given, and every moment of support provided, your Olympic venue becomes more human, more efficient, and more intelligent.

What sets Aiden apart isn't just the technology—it's the way it disappears into the experience. Fans don't need to learn it. They don't need to download anything. They just speak. And Aiden listens.

Let's Talk

If you're ready to:

- Improve fan experience
- Reduce staff pressure
- Activate real-time operational insight
- Future-proof your Olympic venue experience

For Venue Operators this means:

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

And the best part? You don't need to overhaul your infrastructure to get started.

Aiden is designed to scale with your venue—from QR codes to Beacon stations to full integration with your existing systems.

Whether you're hosting 10,000 fans or 80,000, Aiden helps every one of them feel seen, supported, and in control.

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Guide Effortlessly
Support Instantly
Operate Smarter

Whoo helps Olympic venues elevate the fan experience and streamline operations with intelligent, voice-first assistance—available at every corner of the venue.

Enable real-time guidance, reduce staffing pressure, and deliver safer, more personalized journeys with a solution built for the world's most demanding events.

Contact Us

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