

Press pack

Klewel

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Our mission

Klewel's mission is to ensure the continued existence and visibility of events such as seminars and conferences. Klewel is both a communication tool and a solution for knowledge management based on audiovisual content.

The company

Klewel was created by Mael Guillemot, Dr. Alessandro Vinciarelli, and Dr. Jean-Marc Odobez. Mael Guillemot was selected in the Swiss team of start-ups in 2008 and obtained a passport to entrepreneurship from the Chamber of Commerce and Industry of Brittany (France). He obtained a Master in Computer and Telecom from the University of Rennes 1 (the last year done at the Universitat Politecnica de Catalunya in Barcelona) and a Bachelor of Engineering from the University of Huddersfield (UK). He worked seven years as a software engineer in the IDIAP Research Institute before establishing this company. Dr. Alessandro Vinciarelli is lecturer in Computer Science at the University of Glasgow. Dr. Jean-Marc Odobez is senior researcher at the IDIAP Research Institute and Senior Fellow at the EPFL. The current team is completed by Dr. Maxime Monod, CTO, and Vincent Bozzo, both engineers that graduated from EPFL.

ID of the company:

- Capital: CHF 157'000.-
- Creation date: November 2007
- Number of employees: 3 employees
- Annual revenues: CHF 360'000.- in 2010
- Location: Martigny, Suisse
- Director: Mael Guillemot

Klewel services and products are used in all kind of conference rooms, large and small: classroom, auditorium, conference center, ballroom, conference rooms, hotels, and universities. Klewel has been active from San Francisco to Shanghai.

History of the project

“How many times are speakers heard to ask: ‘Can I have your slides?’ I said to myself, we must find a way to automate this service by filming conferences. The project got under way, the team came together, and finally an innovative webcasting solution saw the light of day. Klewel quickly attracted its first clients, prestigious organisations such as UNICEF, the ACM (Association for Computing Machinery), and then, thanks to the partnership with Montreux Conference Centre, Nestlé and the World Business Council for Sustainable Development (WBCSD), which uses Klewel services not only in Switzerland but also in Washington (USA) and Shanghai (China). The more our solution was used, the more we were able to develop our services. You could say we've grown on the back of our clients' requirements... For example today, one of the special features of Klewel is to offer an audio search engine, based on voice recognition software, which can find one or more keywords in speeches. From 2009, Klewel users could find the text or video sequence of a presentation at

the precise point of interest to them. In 2010, we developed the Klewel station intended in particular for use by educators and audiovisual agencies. Since 2011, it has been possible to view presentations not only on a computer but also on tablets and mobile phones, in High Definition. Today we have a cutting-edge technological tool that's simple to use, and above all in-depth knowledge of the world of events organisation. To serve you, at your side, in the spirit of constructive partnership that guides our actions, we look forward to continuing our story."

Mael Guillemot, founder and CEO of Klewel

Product and services

Klewel proposes a comprehensive webcasting solution, complete with an audio-visual recording station linked to a web platform that makes it possible to automatically reference, edit and publish content (audio, video, slide shows) in total simplicity. In addition, the content of each presented slide is also indexed.

Each event is accessible anytime, anywhere (at home, at the office or elsewhere) and can be viewed on all types of media: computer, mobile phone, tablet, etc.

One can:

- Ask for an event to be recorded by Klewel who will manage the entire service
- Purchase a Triskel station and record events at his/her convenience, with Triskel also ensuring automation of the web service, in particular the online publishing.

Audiovisual recording

The recording station digitises content in real time. The Klewel solution can manage several cameras/video inputs/audio channels (for example simultaneous interpretation) and projections. Synchronisation between all channels is assured.

Interactive Internet Access

The event can be viewed shortly after it has finished. The slide show presented by each speaker accompanies the video; synchronisation is guaranteed. The search engine can find a key moment in the presentation; viewing of the entire event is not necessary.

Identification of each speaker / affiliation / sponsor is optimal. Navigation is simple; chaptering follows the slide show.

Thanks to Klewel, conference organisers and centres can offer an attractive service to their clients. International associations and federations, large corporations can inform, train, and communicate with their members and employees off-site. By acquiring the Klewel station Universities, Technology Parks, scientific associations can broadcast their academic conferences or distance training courses. Audiovisual agencies can rely on an efficient webcasting system, which is easy to use and in step with today's market.

Cutting-edge technology

The solution developed by Klewel obtained the European label of e-excellence at the international CeBit forum. It was selected as a finalist at the 2010 Innovation Award organised by the International Association of Congress Centres (AIPC).

Easy to use

Whether you ask us to record your events or do it yourself with the Klewel station, our webcasting solution is extremely simple to use. Only a basic knowledge of computers (and/or audiovisual wiring) is required.

Offering multiple benefits

Klewel not only keeps your presentations alive but also ensures that they can be: (i) consulted quickly and clearly, and easily retrieved (search engine), (ii) personalised at will, directly integrated in your website, (iii) viewed on all types of media (computer, tablet, mobile phone)

Accessible online (general public) or via Intranet (protected)

In addition, you have an integrated statistical tool with which you can measure the interest generated by your presentations and target future content in a relevant way.

Client testimonials

We have been very pleased with our Klewel system, which we have used to support new ideas in teaching. The results have been very good. The Klewel team did a great job installing the system and gave us a lot of support. Klewel is a very competent and professional company and we have been very happy with them.

Jeffrey Johnson

Professor The Open University, UK

Since 2009, the WBCSD has been working with Klewel to broadcast recordings of its plenary sessions through its website. The intuitive system allows WBCSD members to watch and listen to the panelists in different languages. It also provides a simple and efficient way to search keywords in the presentations of the various sessions.

Nadja Crettol

Information Technology Manager World Business Council For Sustainable Development (WBCSD)

“Mindroom engaged Klewel to ‘capture’ our latest conference ‘No Mind Left Behind’, 29-30th March 2011 at Glasgow Royal Concert Hall. It was an international conference on autism, ADHD and other early onset neurodevelopmental disorders featuring 51 leading world experts speaking and over 800 delegates from 19 different countries. Commissioning Klewel to record the entire event was arguably one of the most important decisions taken by us during the 2-year project. Not only could we then ensure that the outstanding scientific programme would live on past the two days of the conference, delegates were able to relax safe in the knowledge that they could revisit facts and figures at their leisure – as well as use the information for in house training. No more downloading of powerpoints, no more frantic note taking and no need for extra mega/giga bytes.

Simply type in a password and away you go. Couldn’t be simpler, nor more efficient. And with a simple ‘click’, Mindroom is now able to forward the information from ‘No Mind Left Behind’ to all corners of the globe.

Working with Mael and his colleagues at Klewel was an absolute pleasure and the service they provide is as professional and flexible as their specially developed and very clever software.”

Market

Usage of video over the Internet is increasing each month: <http://www.webactus.net/wp-content/uploads/2011/05/youtube-6-years.jpg>. The number of conferences in the world is in constant progress: www.mpiweb.org/Libraries/Press/FW2011release_1.pdf. Technologies are emerging to improve the efficiency of meetings and conferences, to improve visibility and sustainability of messages.

Targeted market: the conference organizers (event industry) academic sector (universities, colleges), the AV (AudioVideo) rental and integration companies. Audiovisual agencies are well placed to profit from the benefits of Klewel's solutions provide benefits and offer new services in addition to their business. They are close to the organisers and ensure technical professionalism. Since its birth three years ago, Klewel offers the service for publishing the content of conferences, viewable on-demand. After a good understanding of customer needs, Klewel has now its product, Triskel, ready for the market, to be used by professionals in the audiovisual sector. Audiovisual agencies are organized in networks like Congress Rental Network; alliances that are potentially excellent distribution channels. The objectives are to start with contacting the audiovisual agencies recognized in their regions, together with universities and convention centers.

Membership

Klewel is member of:

- ICCA International Congress and Convention Association
- MPI Meeting Professional International
- MSI Meeting Support Institute

Contacts and additional information

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Media resources

Please visit <http://www.klewel.com/product.php#medias>