

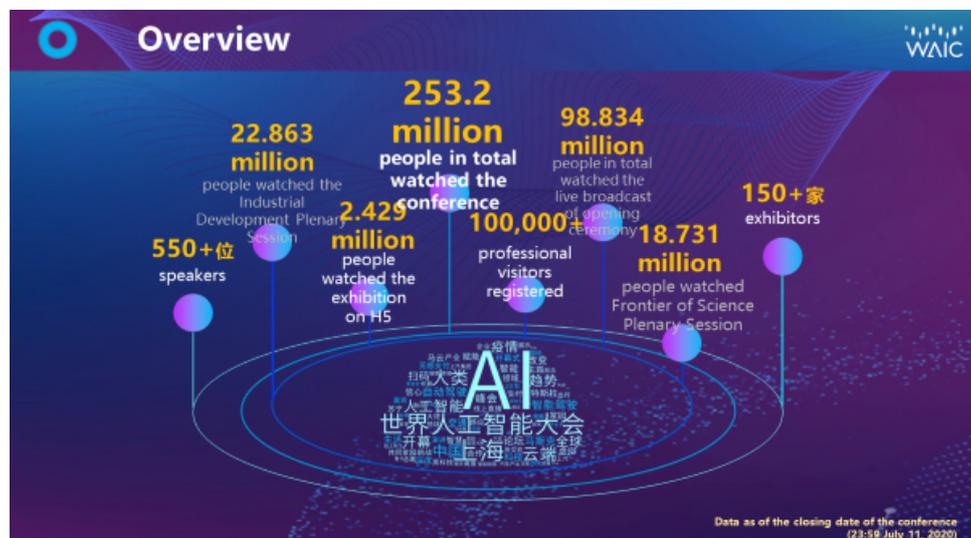
Intelligent Connectivity Indivisible Community —2020 WAIC Summit Online Case

Introduction to the Project

In the context of the global epidemic, the World Artificial Intelligence Conference (WAIC), the most influential top AI event in China, created by Shanghai DLG Exhibitions and Events (Group) Co., Ltd. has built a new platform with an innovative exhibition service model for the WAIC online exhibition through multi-party technical cooperation. With the most advanced technology, WAIC Summit Online created an online exhibition platform featuring pioneering content topics and technology presentation, unique guest lineups and display content, time-sensitive live broadcast platform, experience-oriented platform design, highly interactive online activities and functions, widely disseminated content, and stable platform system.

Project Background

The 2020 WAIC Summit Online successfully concluded on July 11. After eight months of preparation, it experienced two major adjustments in the mode of holding meetings. The WAIC project department spent the last two months exploring a new exhibition model integrating online and offline exhibitions. With the wisdom and struggle of the team, it took 30 days to create a 3D virtual AI home online exhibition platform that integrates forum live broadcasts and exhibition interactions, setting a benchmark for the exhibition industry in the information age. During the conference, over 150 domestic and foreign companies participated in the AI home show; more than 60 forum activities were held online; more than 550 domestic and foreign speakers shared online. The platform attracted a total of 100,000+ professional visitors to register, 2.429 million people to visit the exhibition online, and 253.2 million people to listen to the conference online.



- **What is the main objective of the project?**

To establish the “WAIC online exhibition platform”

The sudden outbreak of the epidemic, which severely affected offline exhibition activities, caused a significant decline in business volume in the exhibition industry. Facing the crisis, the WAIC took the initiative to explore the method of combining online and offline exhibitions, innovatively organized the online 3D cloud exhibitions, and finally successfully held the conference. The WAIC Summit Online became the new highlight and trend of online exhibition in the exhibition industry this year.

The online exhibition platform is the main component of this conference and the biggest innovation of the conference. While providing you with more different exhibition experiences, it also showed you more development trends and new possibilities for digital exhibitions.



- **What value-added services are you seeking to provide?**

The WAIC online exhibition platform used technologies such as 3D dynamic AI home display, cloud conference, and cloud negotiation to transform traditional offline exhibitions into the form of online digital experience with comprehensive application scenarios, which fulfilled the two functions of conference forums and exhibitions and built a communication bridge between human and intelligence.

For the high-end forums of the conference, the WAIC online exhibition platform created a unified conference live/recorded broadcast system to achieve 3 days × 24 hours broadcasting;

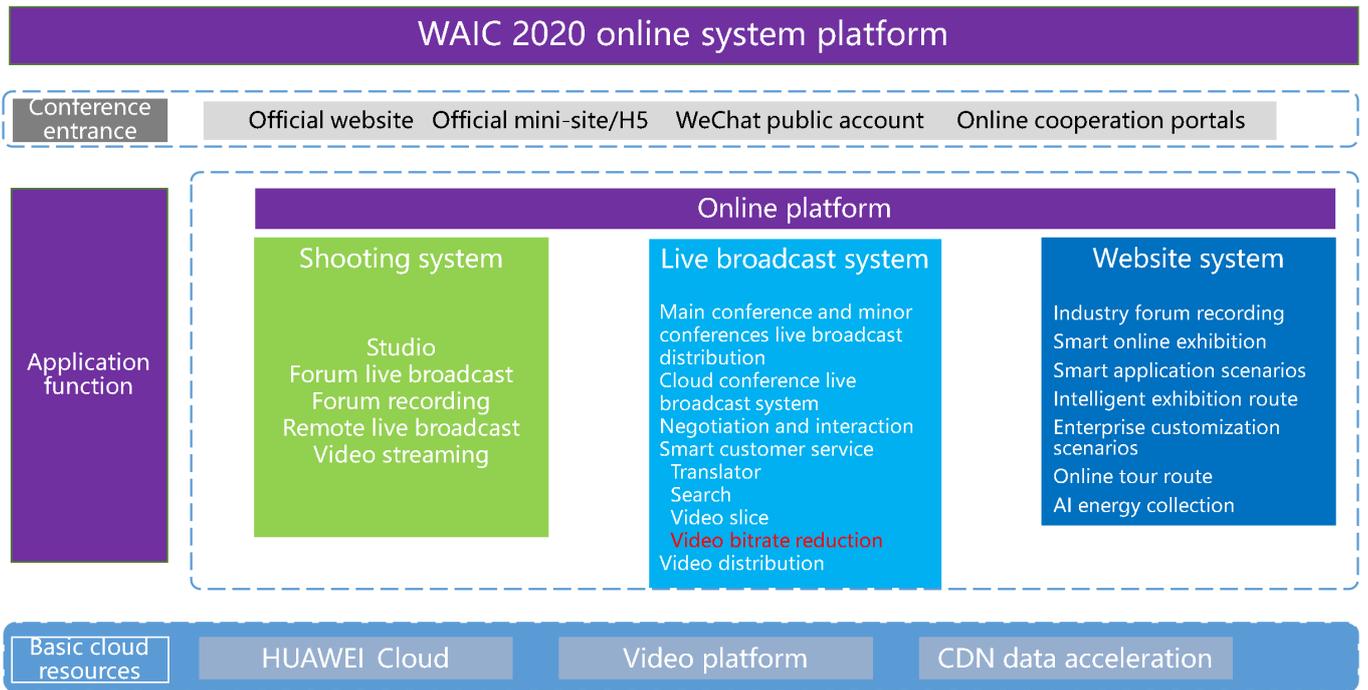
Through the latest Internet technologies such as 5G live broadcast and virtual reality, viewers from different regions of the world can participate in the exhibition online through different clients and platforms, presenting a new experience of “multiple screens and one cloud” . The WAIC online exhibition platform focused on the online experience, highlighted “interaction” , and promoted the transactions between the supply and demand sides.

The 3D virtual AI home built with Shanghai as the prototype covered AI pioneers, 5G, industry, medical care, transportation, finance, education, commerce, urban governance, etc.

The cloud exhibition platform also introduced interesting interactive mechanisms, including interactive modules such as “AI Energy” and “My AI Data” , giving the audience a more immersive experience at the online exhibition.

- What methods have you taken to achieve these objectives?

Overall online solution architecture



Online Exhibition



• **What are the challenges?**

1. How to think outside the box and create a new form combining offline and online exhibitions?
2. How to meet the needs of exhibitors, forum organizers and visitors when the event is held online?
3. How to make partners accept and have confidence in this major change when the exhibition is held online?

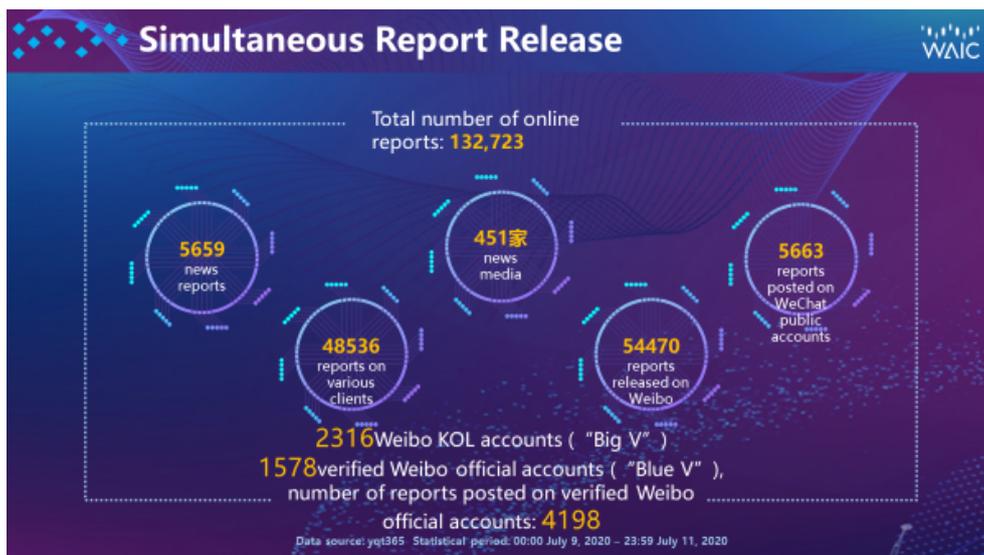
How to deal with these challenges?

1. How to think outside the box and create a new form combining offline and online exhibitions?

In terms of the form of content, the conference presented 3x24-hour broadcasting, using the latest technologies such as 5G, VR/AR, to create a 360-degree panoramic space and a new immersive virtual reality mode of “cloud + client + network + screen” . Through 3D dynamic display, the online “AI Home” cloud exhibition allowed global netizens to truly experience the AI scenarios and conduct negotiations online. The WAIC created a world of intelligent connectivity that connected you and me and built a new platform for the industry’ s top event.

In terms of form novelty, unlike offline exhibitions, which are restricted by venues, height limits, load-bearing, craftsmanship, and cost, online exhibitions are mainly about creativity. The design of the “AI Home” cloud exhibition at the conference is futuristic, cool and comfortable. The various forms of expression, the application of holographic technology, and the application of artificial intelligence technology in the opening ceremony made the rich content livelier, reduced the weariness caused by watching for a long time, and increased the expectation for the follow-up events.

From the perspective of media promotion, attracting more audiences to participate in the “cloud” exhibition is a key to the success of the conference. During the 2020 WAIC, there were 710+ reporters, 303 registered media at home and abroad, 131 channels broadcasting live opening ceremony and main forum, 3x24 media communication, and over 250 million viewers. Its news was broadcasted in CCTV New 3 times in the same month. A total of 132,723 articles, 5,563 topic posts, 65.175 million views and 14,000 discussions could be found on various websites, WeChat public accounts, Weibo “Blue V” and “Big V” accounts, various clients, etc. The communication effect of “simultaneous broadcasting on hundreds of channels, simultaneous release on thousands of networks, and 100 million WAIC audience at the same time” was realized. The success of the conference has built its own communication matrix, formed a spider-web coverage and ripple effect, and explored a new way for the integration of large-scale conference activities and publicity.



How to deal with these challenges?

2. How to meet the needs of exhibitors, forum organizers and visitors when the event is held online?

Compared with offline exhibitions, the biggest advantage of online exhibitions is that they break geographical restrictions and limits on the number of participants. More ordinary audiences in the non-artificial intelligence industries can also listen to the exhibition through the online platform. However, the offline activities give people a better sense of participation. For professional visitors, the most important thing at the conference is to be able to communicate face to face. For exhibitors, the most important thing is to get the contact information of professional visitors and stay connected with them to obtain orders.

In response to the needs of business-end companies, the online platform designed functions including corporate online customer service, comments, appointments, and return visits. In order to balance the number of viewers and the collection of information, two registration methods were set up, that is, to log in the platform users only needed mobile number and verification code, but to watch the forum or participate in the exchanges users needed to fill in the information and complete the full registration process. This enabled the collection of effective information from professional audiences while ensuring the experience of most audiences. The key to online conferences is to be watched. In order to achieve the goal of “simultaneous broadcasting on hundreds of channels, simultaneous release on thousands of networks, and 100 million WAIC audience at the same time” , the team contacted more than 40 new media platforms in the early stage, opened key forums to the public, promoted the conference on all media platforms, and simultaneously broadcast live. In order to attract the audience to stay and watch, increase audience participation and interest, interactive activities such as energy collection and gift exchange were set up. Exhibitors could also promote through the live broadcast function.



How to deal with these challenges?

3. How to make partners accept and have confidence in this major change when the exhibition is held online?

After the conference was confirmed to be held online, the investment promotion department encountered great difficulties in the promotion of the conference. Firstly, companies didn't know how to hold meetings online. There were few online exhibition cases, and companies had doubts about this format. In addition, the preparation time was tight, and the plan had been continuously adjusted and refined. The project department was recommending the plan to the company while it was still being revised. This led to the company getting multiple versions of the plan in a short period of time, further deepening the doubts of the company. Secondly, after the conference was changed to online, the content of rights and interests changed a lot, and the price system was also modified accordingly. The rights and interests of partners and cooperation forums lacked integrity. Many price adjustments also caused problems to companies participating in the exhibition.

• What related results can be shared?

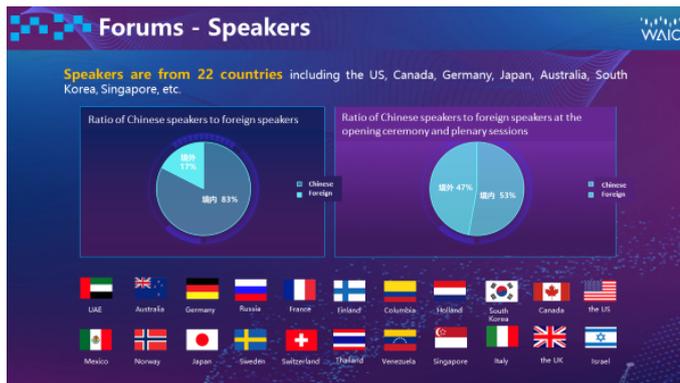


Forums - Speakers

- 1 Nobel Prize winner
- 7 Turing Award winners
- on the first day of the conference: 32 CEO speakers
- 62位 top academicians across the globe
- 200+ leading experts

550+ speakers

Executives of leading companies such as BAT, iFLYTEK, HUAWEI, Tesla, SAP, Qualcomm, Microsoft, Apple, IBM, etc.
 Representatives of companies in the traditional industries such as SAIC, China Mobile, Port of Hamburg, etc.
 55 management personnel of thriving innovative companies such as Bilibili, UiPath, SenseTime, YITU, Cloudwalk, Mininglamp, etc.



Special Events – Global Day

5 vigorous international events

These events included International Smart City Summit, UNIDO IIPRO NETWORK Global Project Roadshow, China-Israel Artificial Intelligence Industry Investment Summit, Disruptive AI Start-ups Global Landscape, online recruitment of international talents, etc.

3 forums successfully held overseas

The 2020 WAIC went overseas, and 3 events were respectively successfully organized in South Korea, Singapore, and Germany

Global innovative products – a glimpse at the future

The conference gathered a batch of futuristic innovative products from all around the world.

Special Events – Developer Day

- 100 honored guests and speakers, including Turing Award winners, academicians, world-class technical specialists, and unicorn founders
- 43 speeches, on the hot topics including deep learning, programming language, open-source framework, AI infrastructure, enterprise-level AI architecture, etc.
- 11 major events, including 1 main forum, 4 sub-forums, 1v1 conversation, 3 hackathons, 1 Developer Day Baidu open class, and 1 open-source open Demo Day

Special Events – Other Events

SAIL

- Over 800 global high-quality projects
- Foreign projects accounted for over 10%
- Awards went to IBM, United Imaging, Baidu, Carnegie Mellon University, and Tsinghua University

AIWIN

- Reinforce AI ecosystem and focus on real industry application scenarios
- 1472 project teams from leading and innovative companies and university research institutes

"Youth Outstanding Paper" Selection

- 10 top youth outstanding papers on AI were selected from the papers submitted by young talents across the globe

Special Events – Results Release + Project Signing

- The total investment of the contracted projects exceeded 30 billion yuan
- 8 Shanghai artificial intelligence industry investment fund projects
- 36 artificial intelligence industry projects completed contract signing

Special Reports

- 26 Special columns on 26 media platforms in total were created
- A total of 1072 reports on the WAIC were posted on the topic-related hashtags
- 1352 videos on the WAIC were posted
- 12 audios were released

The international influence of the WAIC hit a new high

- Famous foreign platforms such as Bloomberg, Reuters, Yahoo, and Kyoto News widely reported the conference and triggered heat discussions on "More AI in the World"
- UNIDO published topic reports, confirming the important role the conference played in improving global investment and technology cooperation
- Leading AI companies such as Microsoft reported their participation in the conference
- Foreign professional media such as Authority focused on the opinions expressed at the conference