

A Smarter Way to Activate Event Floors

# ROBOTS

kody  
robots  
Powered by Kody Technolab Limited





# INTRODUCING ODIGO

## INTERACTIVE MEDIA FOR LIVE EVENTS

Odigo is an AI-powered advertising and engagement robot designed for events, exhibitions, expos, and brand activations. It moves autonomously across event floors, carrying digital campaigns directly into high-footfall zones where attention matters most.

By navigating aisles, pavilions, and entry corridors, Odigo turns the event floor into a dynamic media surface. It broadcasts sponsor content, guides visitors, triggers interactive moments, and supports booth discovery without relying on fixed screens or static placements. With real-time analytics, adaptive content delivery, and interactive touchscreens, Odigo helps organizers, exhibitors, and sponsors achieve measurable visibility, stronger engagement, and better control over visitor movement throughout the event.



### Functional Highlights

**360° autonomous mobility** powered by AI navigation



Sleek, futuristic design built for **high-traffic environments**



Multilingual speech and interactive **touch screen**



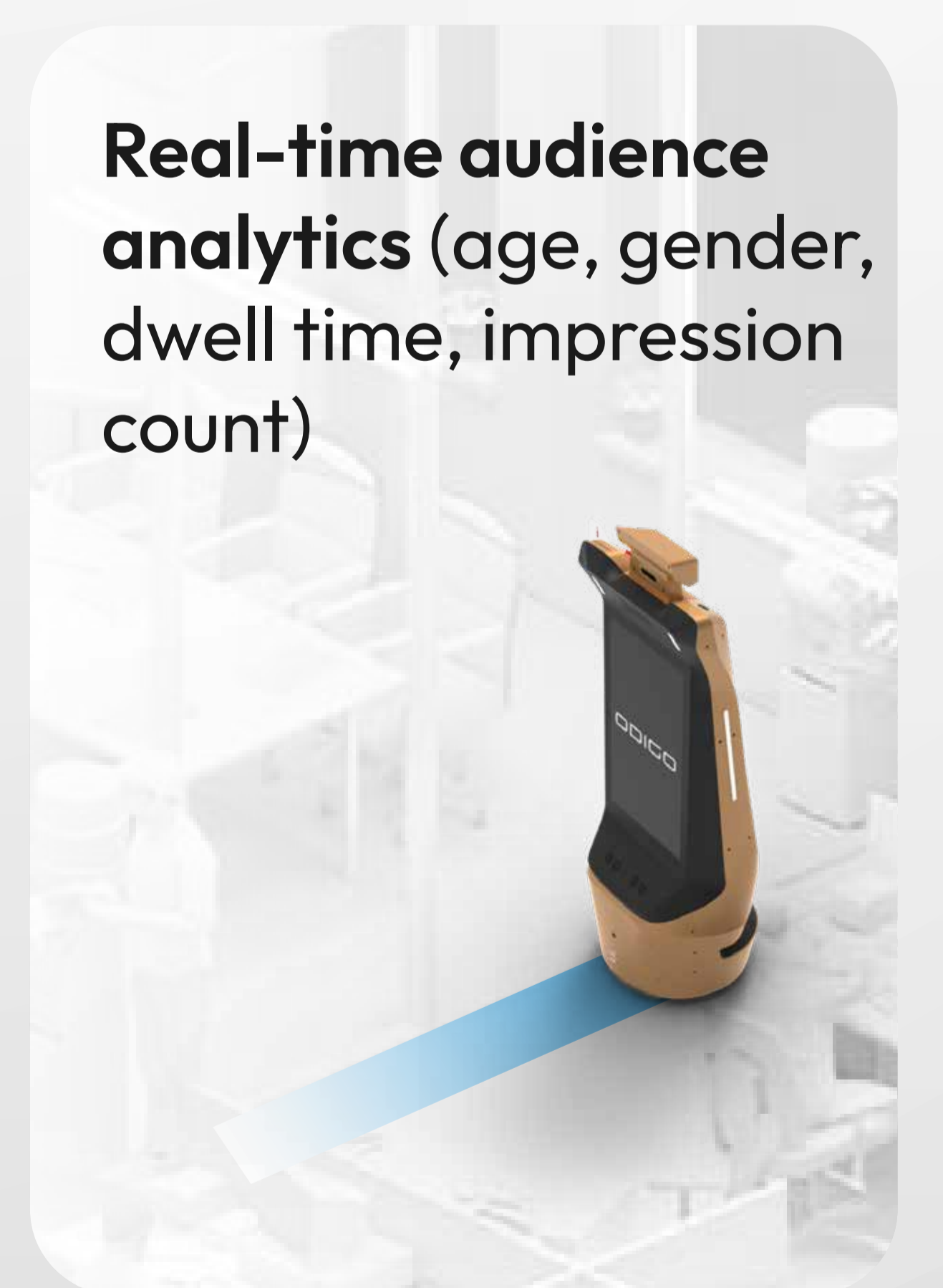
Remote ad scheduling and cloud-based content management **ad targeting**



**Dual 32"** high-definition digital advertising screens (front and rear)

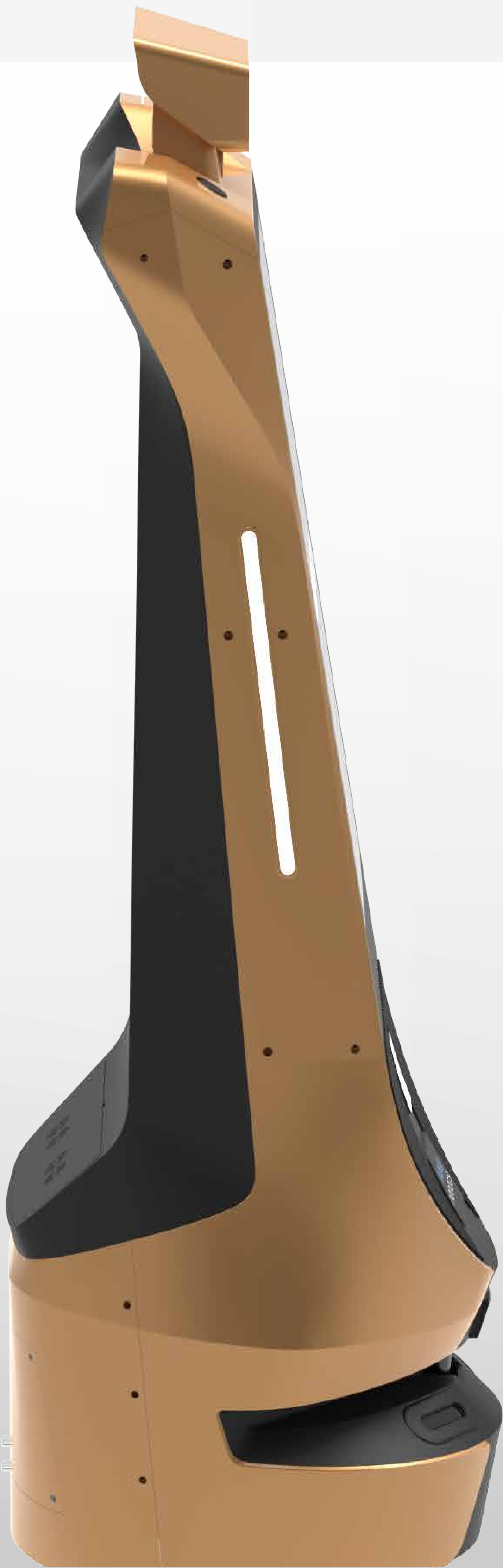


**Real-time audience analytics** (age, gender, dwell time, impression count)



### Other Key Features

- Automated Charging
- Upto 10 hour Battery Life
- Centralized Dashboard
- Low Noise Mode
- Sleek & Futuristic Design
- Customizable Speed Settings





# ADAPTIVE INTERACTIVE CAPABILITIES

BUILT FOR CROWDS. POWERED BY CURIOSITY. DESIGNED FOR PARTICIPATION.

Odigo doesn't just show up at events.

It starts conversations, triggers play, and pulls people into the experience.

- **Touch-to-Play Moments That Stop Foot Traffic DEAD**

Odigo's screen turns into a magnet; people don't walk by, they swerve INTO it.

- Instant wins, flash reveals, explosive animations
- Perfect for launch pits, fan corridors, and sponsor takeovers

- **Trivia Rounds That Feel Like Mini Game Shows**

Odigo hosts. Attendees go feral. The crowd gets loud.

- Player trivia, team battles, culture throwdowns
- Built for stadiums, fan zones, tech halls, university madness

- **QR Hunts That Turn the Venue Into a Giant Arena Game**

Your event becomes a live adventure map and Odigo is the boss level.

- Scan clues → chase Odigo → unlock rewards
- Works insanely well at festivals, expos, airports, campus fests

- **Spin-the-Wheel That Hits Like a Jackpot Machine**

Bright, kinetic, addictive- every spin pulls a crowd like drumbeats.

- VIP passes, merch drops, tasting badges, sponsor boosters
- Perfect for FMCG blitz events, nightlife activations, and stage-side hype





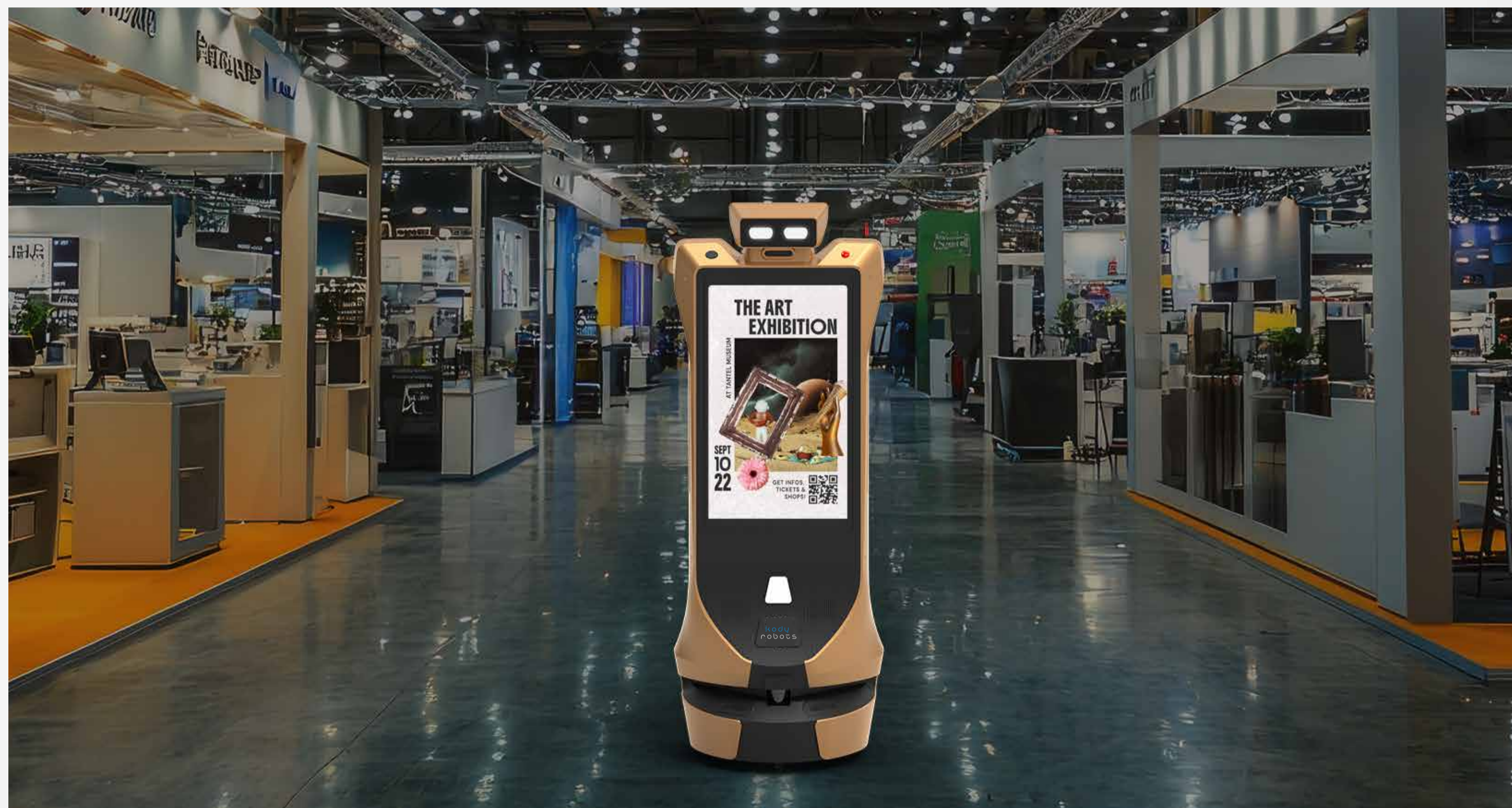
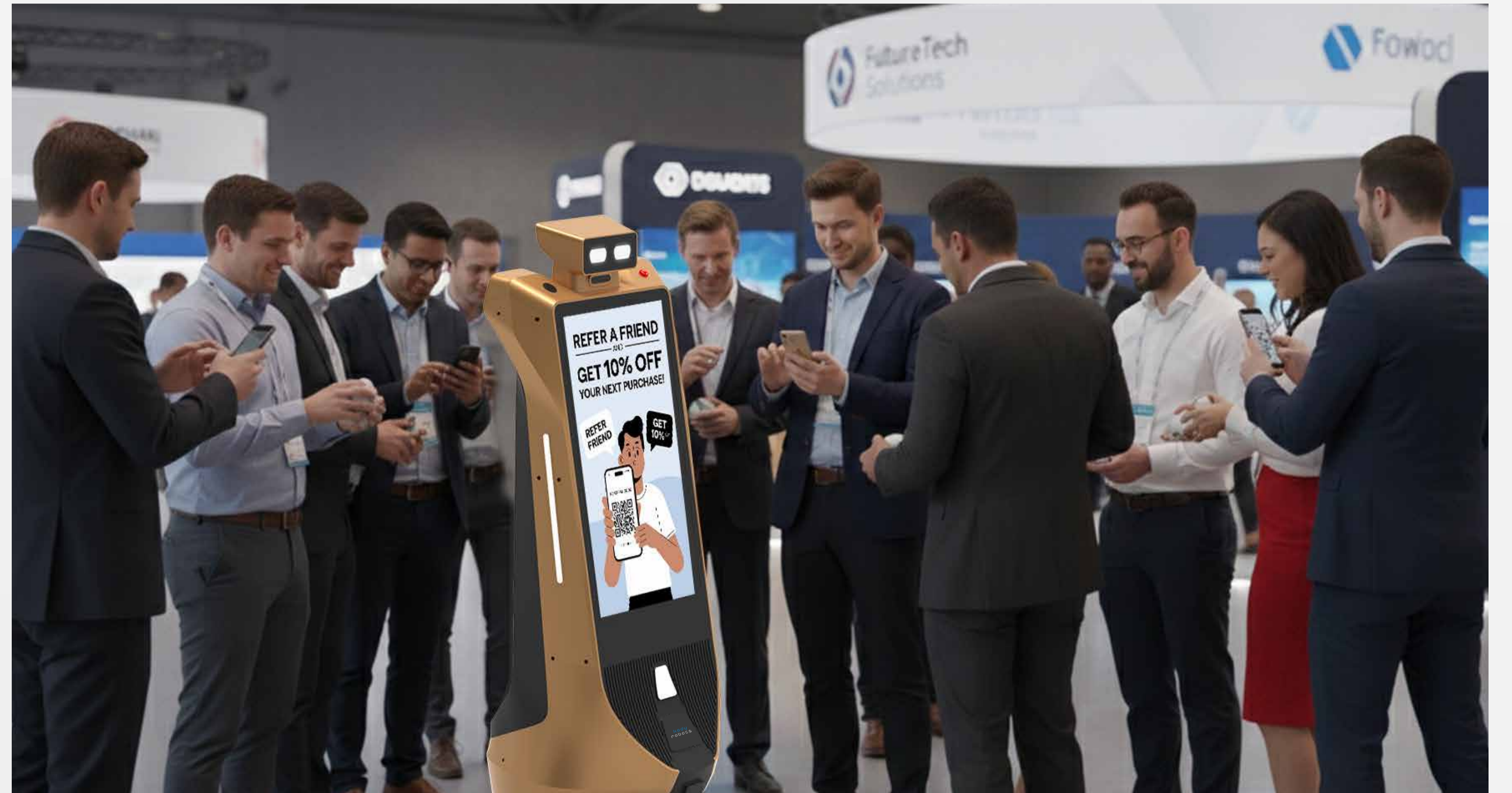
# ENHANCE ANY SPACE WITH ODIGO



## Visitor Attraction & Footfall Capture

A moving digital presence across high-foot fall event zones.

- Dynamic campaign playback across entrances, aisles, and corridors
- Motion and voice prompts to convert walk-bys into engagement
- Visitor redirection from low-activity zones to active areas



## Sponsor Visibility & Brand Amplification

Extended sponsor exposure beyond fixed booth locations.

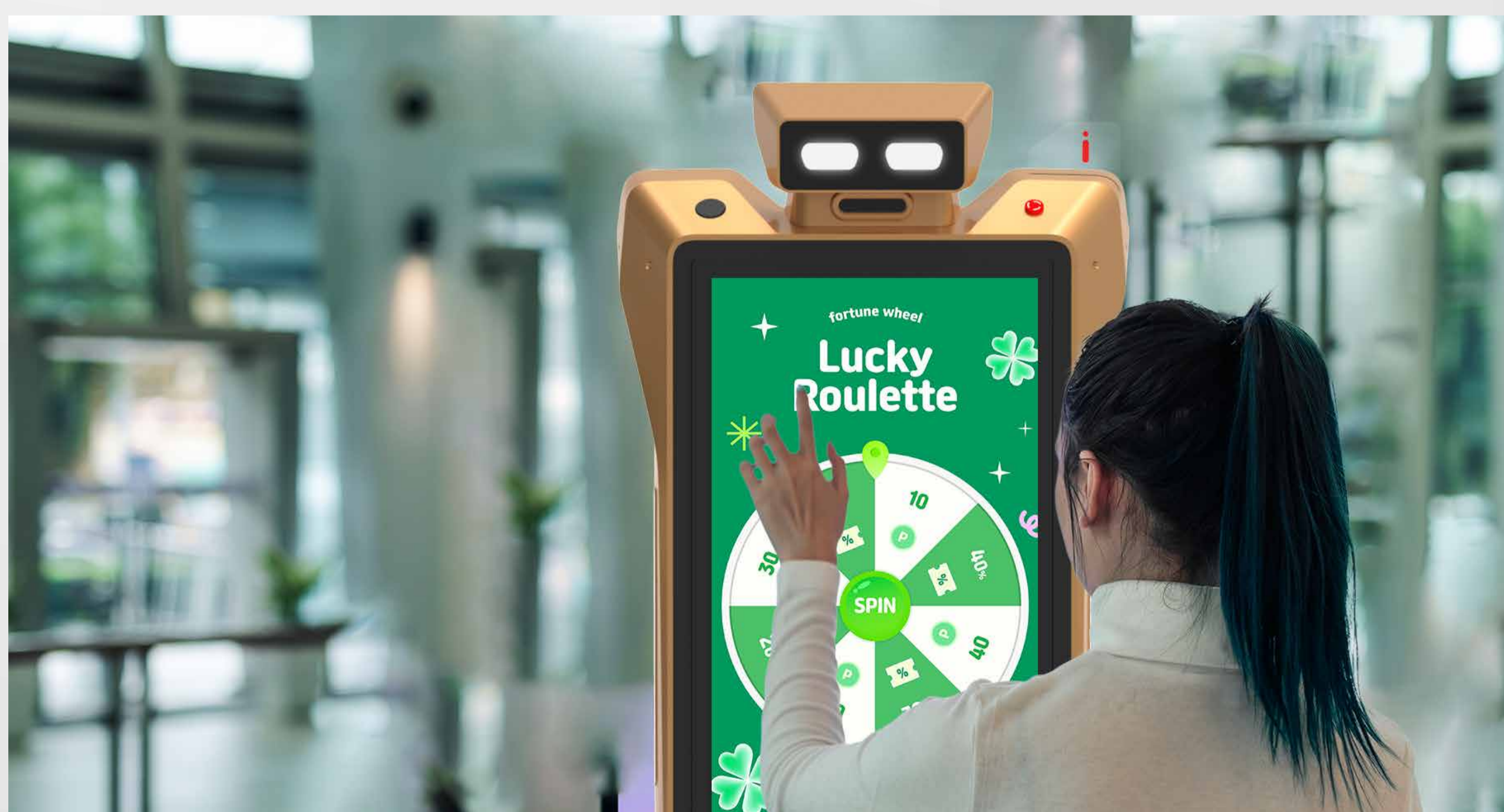
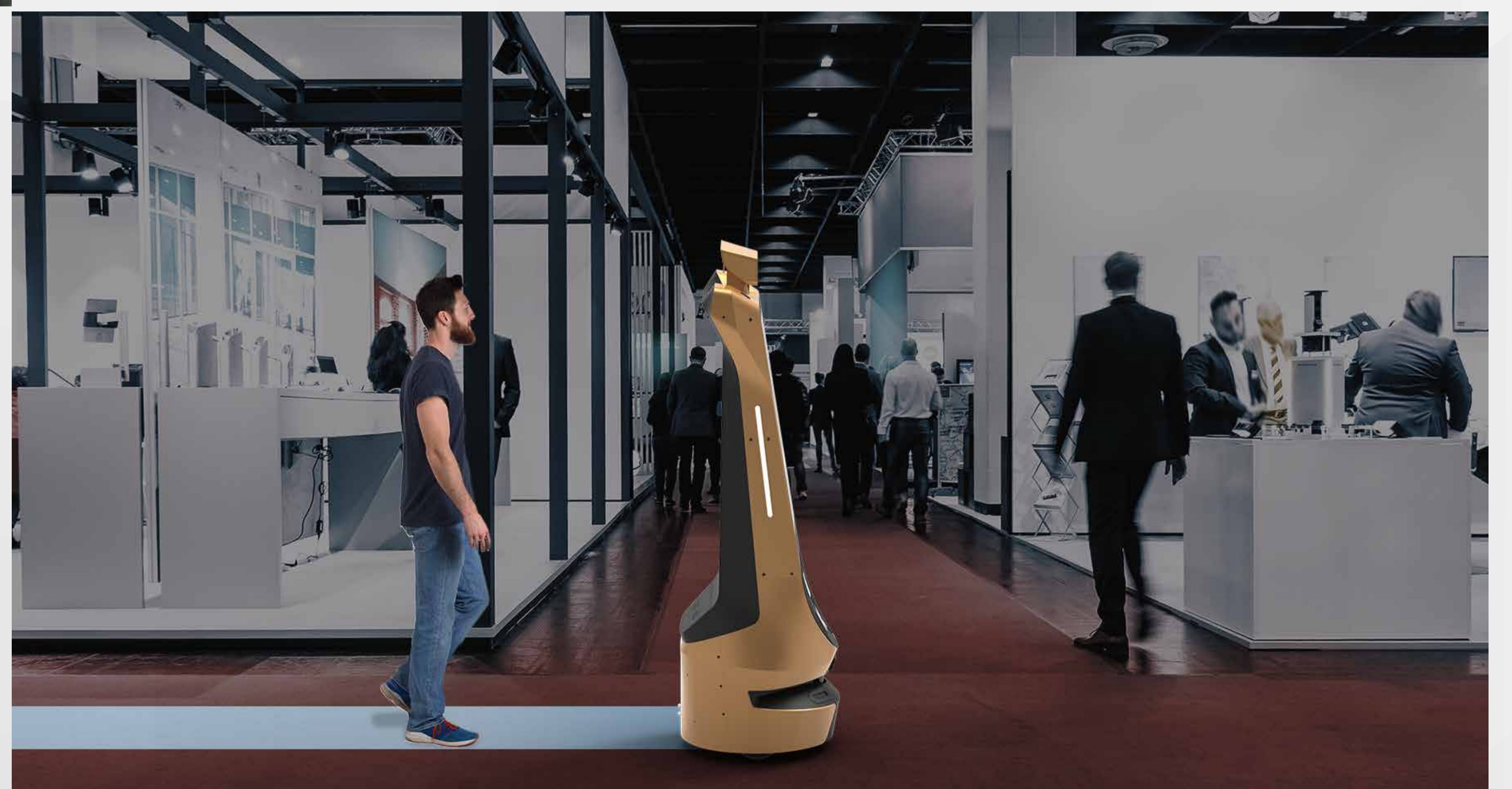
- Rotation of multiple sponsor creatives
- Zone-based content triggering
- Repeated exposure in high-traffic areas



## Booth Discovery & Navigation Assistance

Simplified navigation within large exhibition spaces.

- Booth names, categories, and hall mapping
- Live on-screen directions and escort mode
- “Top booths to visit now” prompts



## Interactive Engagement & Gamification

Turning passive movement into active participation.

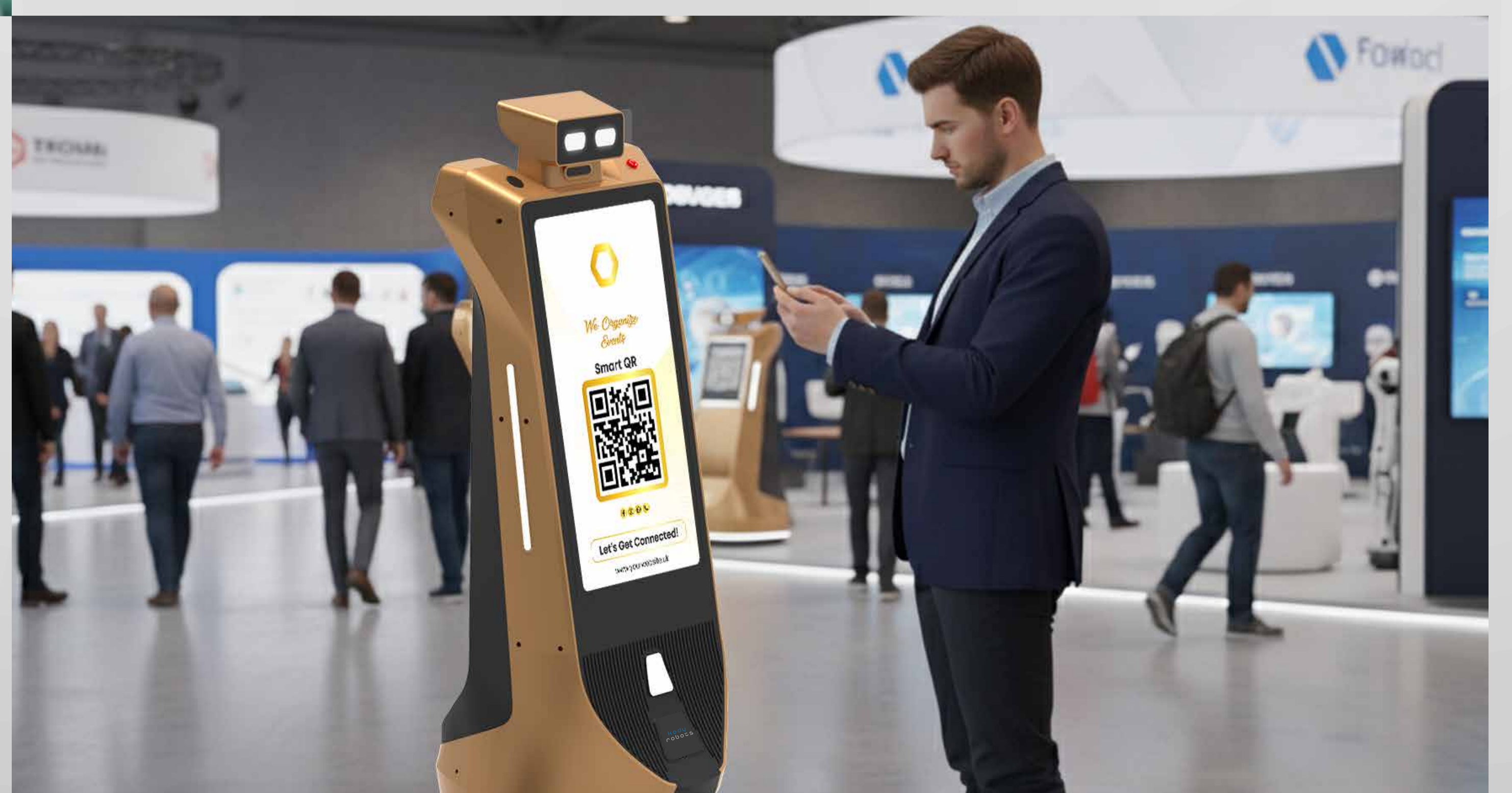
- Spin-the-wheel, trivia, and instant-win interactions
- QR-based hunts and reward unlocks
- Brand-led and session-based mini games



## Lead Capture & Visitor Data Collection

On-floor engagement converted into actionable leads.

- Touchscreen lead forms and QR scans
- Interest-based visitor tagging
- Post-event exportable data







## Product & Campaign Showcasing

Product storytelling beyond booth boundaries.

- Launch videos and feature explainers
- Roaming product teasers
- Multi-brand and multi-campaign playback



## Session Promotion & Event Announcements

Active promotion of live and upcoming sessions.

- “Now Live” and countdown-based alerts
- Stage-wise and hall-wise announcements
- Sponsor-backed session highlights



## Crowd Flow Management

Smarter distribution of visitor movement.

- Peak zone identification
- Alternate attraction routing
- Congestion reduction prompts



## Digital Content Access

Instant, contactless access to brand and event information.

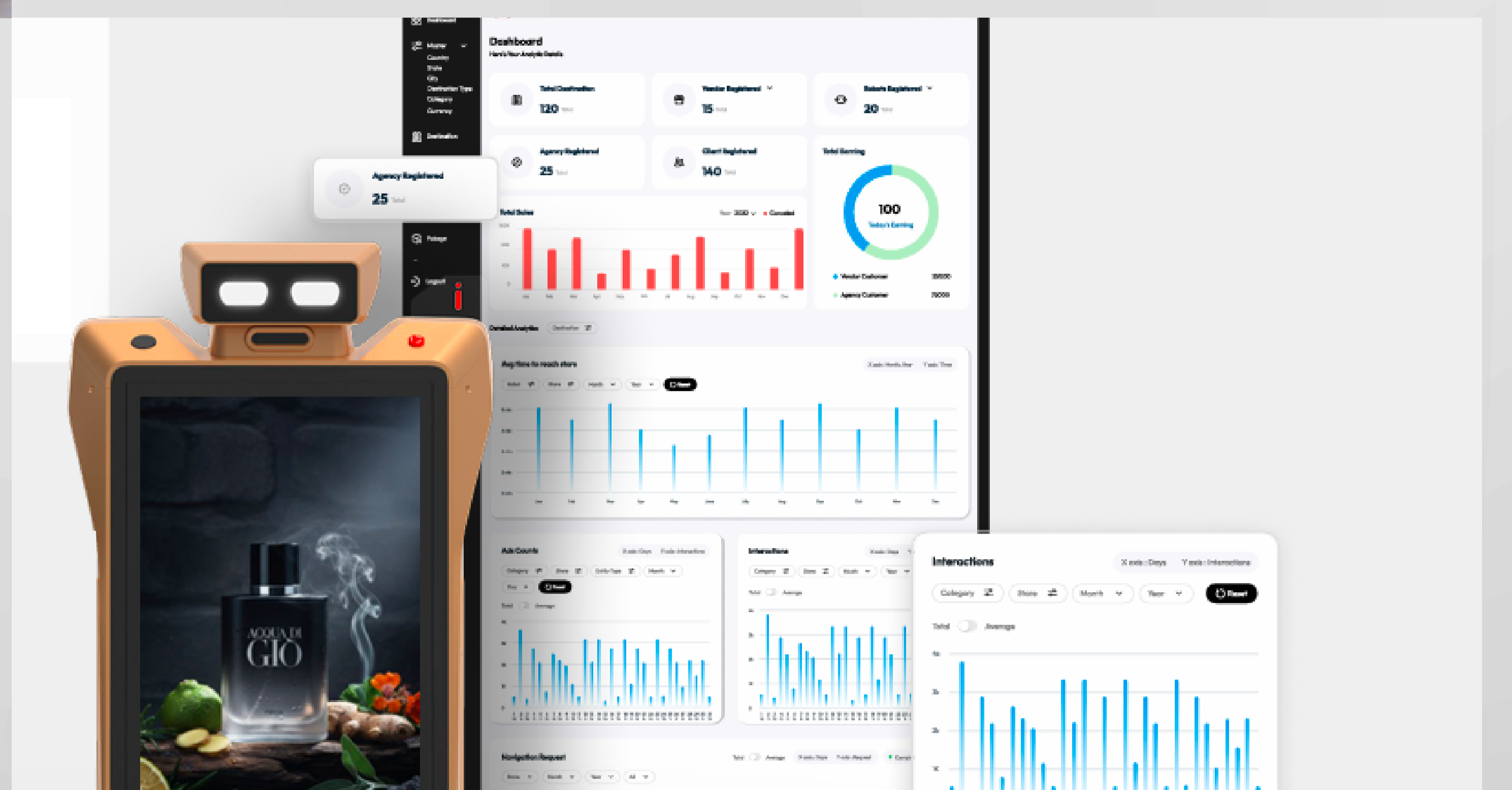
- On-screen content and campaign information
- QR-based access to brochures and links
- Paperless content sharing



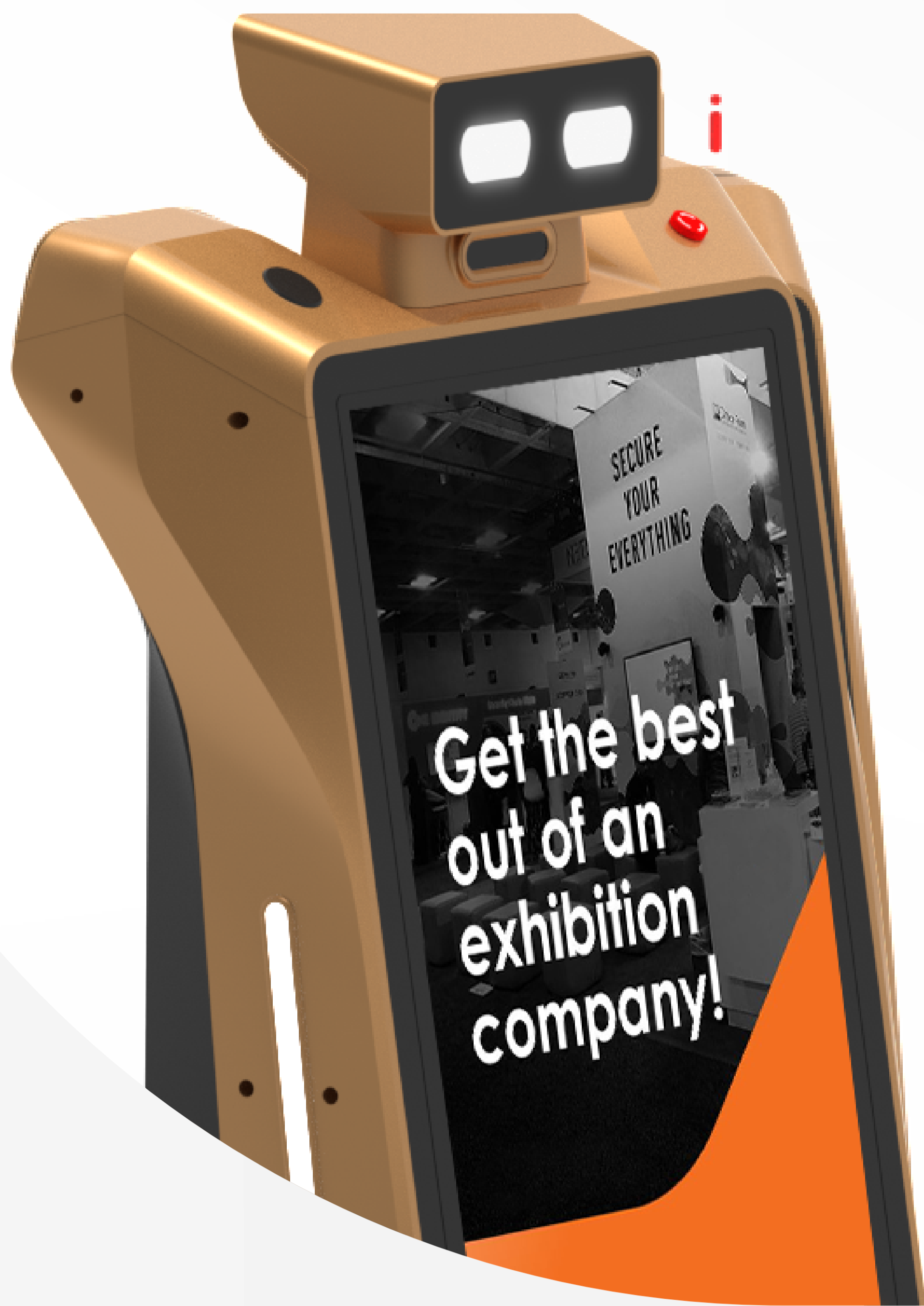
## Real-Time Analytics & Post-Event Insights

Measurable proof of event performance.

- Footfall heatmaps
- Zone-wise dwell time
- Engagement and conversion metrics







## EVENTS & EXHIBITIONS

At events and exhibitions, Odigo enhances on-ground engagement by moving across aisles, halls, and activation zones while delivering targeted content and real-time guidance. It supports visitor discovery, sponsor visibility, and interactive experiences, helping organizers manage crowd flow and maximize engagement throughout the event.

### Key Applications



#### Product Demonstration

- Live on-floor product demonstrations through interactive visuals
- Step-by-step feature walkthroughs for complex products
- Continuous demo support without depending on booth staff



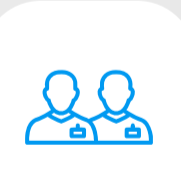
#### Targeted Sponsor Advertising

- Location-based sponsor content delivery
- Time-specific campaign playback during peak hours
- Smarter crowd movement across zones



#### Optimized Event Operations

- Smarter crowd movement across zones
- Reduced congestion during high footfall
- Better flow without manual coordination



#### Higher Visitor Engagement

- Interactive touch-based experiences
- Interactive touch-based experiences
- Engagement insights used to refine content



### Critical Features

Autonomous Floor Navigation

Dual-Screen Interactive Advertising

Real-Time Engagement Analytics



# TECHNICAL SPECIFICATIONS



Front View

Back View

Particulars	Details
Platform	Linux / Android
RAM CPU	8GB
Interactive System	Android 11
Android System	8 GB
Speaker	10W
Connectivity	Wi-Fi Support (Dual-Band 2.4GHz & 5GHz)
Battery	Lithium-ion 25.6V / 100Ah
Charging	Automatic
Movement Speed	0.1 - 1 m/s (customizable)
Navigation	Laser + Visual SLAM + Obstacle Avoidance
Emergency Stop Switch	Immediate halt of all functions



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