# Demo Script & Talk Track

Museum AR Smart Glass Guide — live demonstration

HumanityAI'd — July 2026

CONFIDENTIAL — INTERNAL SALES ENABLEMENT

## 0. Before the meeting (setup checklist)

- [ ] Glasses charged, paired to the demo server; server on the demo Wi-Fi with a static IP.
- [ ] Demo museum loaded (the 10-exhibit office instance, or a client-relevant set if pre-built).
- [ ] Confirm 8-language narrations approved and serving; test one recognition live.
- [ ] Admin panel open in a browser tab; analytics dashboard ready.
- [ ] Have a printed exhibit photo or two on hand as a backup recognition target.

## 1. Open (2 min) — the problem

> "Every flagship museum here serves visitors from a hundred-plus nationalities — but the audio guide speaks two or three languages, needs a keypad, and half the visitors never pick it up. You're spending on interpretation that most of your visitors can't use. Let me show you a different way — hands-free, in their own language, and it never sends a single visitor's data to the cloud."

## 2. The 'wow' — live recognition (3 min)

1. Put on the glasses (or hand them to the client). Select a language — pick **Arabic** if an Arabic speaker is present, or the client's home language.
2. Look at an exhibit. Within ~1.5 seconds the narration begins **in that language**, and the title appears on the lens.
3. Look away and at a second exhibit — narration switches automatically.

> "No buttons. No app. No numbers. They looked, and it spoke. And that recognition ran on a box in this room — nothing left the building."

**Switch languages live** to prove multilingual depth: same exhibit, now in Chinese, now in French. This is the moment that lands.

## 3. The content story — curator self-sufficiency (4 min)

Open the admin panel.

1. Create a new exhibit live: title, artist, a photo upload.
2. Show the visual index updating instantly — "no training, no waiting."
3. Generate narration across all 8 languages; open the **approval queue** — "nothing a visitor hears is unreviewed; Arabic in particular requires explicit sign-off by your curator."
4. Point out: "Your team did that in under five minutes. No vendor ticket. No per-language recording contract."

## 4. The proof (2 min)

> "This isn't a mock-up. We're running a full production instance today — 10 exhibits, 8 languages, 80 approved narrations, recognition at 99.5% similarity, on a single GPU. The same software you'd deploy."

Show the case study one-pager. Show the analytics dashboard — dwell time, popular exhibits, play-through.

## 5. The fit — why on-prem wins here (2 min)

- Data sovereignty: nothing leaves the museum — a procurement checkbox cloud vendors fail.
- Runs on one server; your IT keeps control.
- Scales gallery-by-gallery; starts with a 4-week pilot.

## 6. Objection handling

| Objection | Response |
|---|---|
| "Glasses are uncomfortable / battery." | Lightweight (~76 g); sessions average 20–40 min; we tune capture for battery and heat; spare units in the fleet. |
| "Our content team is small." | We co-author the first 25 exhibits in the pilot; after that it's minutes per exhibit. Optional managed content service. |
| "Is the AI narration good enough?" | Every clip is human-reviewed before it airs; you can also record professional voice for hero exhibits. |
| "Security / who can access it?" | Fully on-prem, pseudonymous sessions, purge endpoint; production hardening (encryption, role-based access) is on the near-term roadmap and covered in our due-diligence pack. |
| "What about our existing audio guide contract?" | We run alongside; the pilot proves value before you touch the incumbent. |
| "Price?" | Pilot is a fixed, low-risk fee; full pricing scales with catalogue and fleet — let's scope it. |

## 7. Close (1 min)

> "Let's put this in one of your galleries for four weeks — your exhibits, your languages, your Wi-Fi — and measure it against numbers we agree today. If it doesn't move dwell time and visitor satisfaction, you've risked nothing. Can we pick the gallery?"

**Next step:** agree pilot gallery + date, schedule the site survey, name the content point-of-contact.