

## INDUSTRY NAME

Medical Associations

## LOCATION

Hong Kong & Macau

## SERVICES

Globibo provided Events.Studio with live bilingual AI subtitles in English and Simplified Chinese for the medical seminar.

The solution combined live AI captioning with video support across 2 rooms. The captions were displayed on the LED wall, while Events.Studio + Zoom with caption overlay formed the technical workflow. The client provided the Zoom account.

- Primary Service: Live bilingual AI subtitles
- Platform: Events.Studio Assist + Zoom with caption overlay

Globibo's Event Technology objective is: "Globibo develops generative & engaging Event Technology Solutions to excite Attendees & create Opportunities for Growths." For this project, the Event Platform capability was applied through an integrated software-hardware workflow supporting live bilingual captions across the 2-room seminar.

## SETUP & EQUIPMENT

- 2 PTZ cameras
- 10 laptops
- 3 audio interfaces
- 2 video capture cards
- 2 video controllers
- 2 HDMI video splitters
- 2 cameramen
- 1 video director
- 4 technicians

The technical workflow used Events.Studio + Zoom with caption overlay. The client provided the Zoom account. Events.Studio Assist generated the live bilingual AI subtitles in English and Simplified Chinese, which were displayed on the LED wall. For an 8-hour seminar, the equipment list may look straightforward on paper; the real work was making all the pieces cooperate for the full program.

Globibo drives engagement at events with reliable, engaging conference equipment. The team develops innovative event technology solutions that help clients excite attendees and create growth opportunities.

Globibo provides standard AV and niche technology equipment in many locations worldwide. The team uses its own software platforms and custom development team to create stunning content and designs.



## Events.Studio supports Bilingual Medical Seminar for 800 Participants in Hong Kong

A medical association organized an 8-hours seminar on 6 September 2026 for 400 on-site and 400 online participants across 2 rooms, bringing together doctors from China, Hong Kong and Macau. The seminar included a particularly notable speaker: a highly recognized professor in Hong Kong whose work and public profile have made them an authority on infectious disease and public hygiene in Hong Kong.

With medical professionals attending from different Chinese-speaking regions, the organizer needed a practical way to make spoken content accessible in English and Simplified Chinese without adding unnecessary complexity to the event format. The requirement was specifically focused on live bilingual subtitles, rather than AI voice translation. This meant that participants could follow the spoken presentations through on-screen text while the seminar continued in its existing format.

The event was delivered simultaneously across 2 rooms, making consistency in the subtitle presentation and video workflow important. The solution also needed to support the event's visual presentation, with the bilingual AI subtitles displayed directly on the LED wall. For the organizer, the objective was therefore not simply to add another technology layer. The priority was to provide language access during an extended medical program while keeping the presentation suitable for a professional audience of doctors. The presence of a prominent medical professor also made the clarity and visibility of the seminar content particularly relevant.

Events.Studio Assist was configured with Zoom and caption overlay, with the client providing the Zoom account. Video support was arranged across both rooms, while on-site operators supported the deployment. The result was a bilingual captioning workflow designed around the actual requirement: helping medical professionals follow the seminar content across English and Simplified Chinese without requiring AI voice translation.

The captions had one important job: to make the language barrier less noticeable than the medical discussion itself.

### Participants

800

### Hours

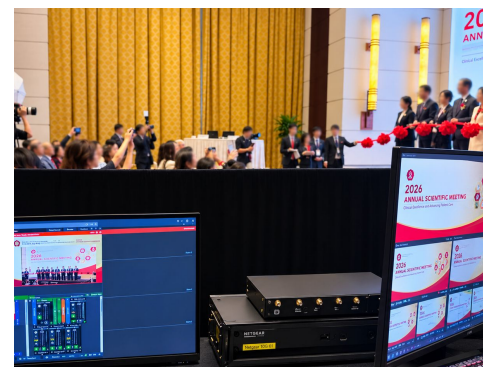
8

### Rooms

2

### Positive Feedback

98%



## ROLES / TEAMS

- 4 setup/standby operators: Supported the deployment.
- 2 cameramen: Provided video support across the 2 rooms.
- 1 video director: Managed the video operation for the 2-room setup



## Best Experience

Doctors attending the seminar across the 2 rooms could follow the programme with live English and Simplified Chinese subtitles displayed on the LED wall. The solution focused on written bilingual access rather than AI voice translation, allowing participants to follow the medical presentations while the seminar continued in its onsite format. Globibo provides post-event video editing and session management, organizing recorded content into individual session clips. This allows clients to give their members easy access to specific sessions and view event playback on demand.

For multilingual medical seminars, language access needs to support the content without distracting from it. Globibo configured Events.Studio Assist for live English–Simplified Chinese subtitles and supported the 2-room video workflow with on-site technical personnel. The project demonstrates Globibo's Broadest integrated Software-Hardware Solution + Proven for Large-Scale & Security through a coordinated Event Technology setup.

## MANAGEMENT OF CHALLENGES

- Language access across a regional medical audience: Doctors from China, Hong Kong and Macau required access to seminar content across English and Simplified Chinese. Events.Studio Assist was configured for live bilingual AI subtitles in both languages.
- Two-room delivery: The seminar took place across 2 rooms, requiring video and captioning support in both spaces. Each room received its own camera and specified video-processing equipment, supported by the video team.
- Overseas speakers: Some speakers are from overseas, and their session was run online. Globibo crew deliver the online session and broadcast to LED wall onsite + zoom webinar with AI live translation
- No requirement for AI voice translation: The organiser specifically required captions rather than translated audio. The solution focused on live bilingual subtitles and did not introduce AI voice translation.
- Extended event operation: The seminar ran for 8 hours. 2 setup/standby operators supported the deployment and event operation.



The client was happy with the AI captioning, and one of the delegates, a doctor, showed further interest in the platform and asked the client for more details about how it works.

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