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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91240097
Party	Plaintiff Kudos Inc.
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Submission	Plaintiff's Notice of Reliance
Filer's Name	Benjamin Ashurov
Filer's email	bashurov@kb-ash.com
Signature	/Benjamin Ashurov/
Date	03/05/2020
Attachments	20200305 NoR 2 Applicant Discovery Materials.pdf(126725 bytes) EX J.pdf(145713 bytes) EX K.pdf(259294 bytes) EX L.pdf(145160 bytes) EX M Redacted.pdf(243095 bytes) EX N Redacted.pdf(168697 bytes) EX O.pdf(1121519 bytes) EX O.pdf(1121519 bytes) EX Q.pdf(2095171 bytes) EX R SEAL COVER.pdf(108298 bytes) EX S.pdf(1411393 bytes) EX T.pdf(3487778 bytes) EX U.pdf(3518341 bytes) EX V SEAL COVER.pdf(108580 bytes) EX W.pdf(2086939 bytes) EX X SEAL COVER.pdf(108988 bytes) EX X SEAL COVER.pdf(18283 bytes) EX Z 1 of 2.pdf(3759326 bytes) EX Z 2 of 2.pdf(3522475 bytes) EX AA SEAL COVER.pdf(76338 bytes) EX BB SEAL COVER.pdf(76338 bytes) EX COS.pdf(83896 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of:

Mark: KUDO Sr. No. 87/430346 Classes: 09, 042

Kudos Inc.,

v.

Opposition No <u>91240097</u>

Kudo Inc. dba Kudo Technologies,

Applicant.

Opposer,

OPPOSER'S NOTICE OF RELIANCE NO. 2 – DISCOVERY MATERIALS

Opposer Kudos, Inc., ("Opposer" or "Kudos") hereby gives notice of its reliance on the

following:

A. APPLICANT'S WRITTEN DISOCVERY RESPONSES

Pursuant to T.B.M.P. § 704.10 and 37 C.F.R. § 2.120(k), Applicant relies upon certain of

Opposer's written discovery responses as follows.

Description	Exhibit No.
Applicant's Responses to Opposer's First Set of Admissions	J
Applicant's Responses to Opposer's First Set of Interrogatories (Nos. 5-7, 16, 18-22, 24)	K
Applicant's Responses to Opposer's Second Set of Interrogatories (Nos. 29-32, 36-39, 41-42)	L

Opposer's Responses to Opposer's First Set of Admissions, First Set of Interrogatory

Responses, and Second Set of Interrogatory Responses are relevant to the authenticity of

documents produced by Applicant during discovery, Applicant's KUDO mark, Applicant's first

use dates of the KUDO mark, the meaning of the word "kudos," Applicant's goods and services offered under the KUDO mark, Applicant's target consumers, Applicant's trade channels, and the likelihood of confusion between the parties' respective marks.

B. DISCOVERY DEPOSITIONS

Pursuant to 37 C.F.R. § 2.120(k)(1), Kudos relies upon the following discovery deposition testimony.

Description	Exhibit No.
March 14, 2019 discovery deposition transcript of Fardad Zabetian	М
March 15, 2019 discovery deposition transcript of Ewandro Magalhaes	N

Mr. Zabetian's testimony is relevant to the factual background and business of Applicant, Applicant's first use and first sale dates, Applicant's use of the KUDO mark; the goods and services offered by Applicant in connection with the KUDO mark; target customers; and current and future intended uses of the goods and services offered by Applicant in connection with the KUDO mark.

Mr. Magalhaes's testimony is relevant to the factual background and business of Applicant, Applicant's first use and first sale dates, Applicant's use of the KUDO mark; the goods and services offered by Applicant in connection with the KUDO mark; target customers and intended uses of the goods and services offered by Applicant in connection with the KUDO mark.

C. DOCUMENTS PRODUCED BY APPLICANT

Pursuant to 37 C.F.R. § 2.120(k)(1), Kudos relies upon the following documents produced by Applicant during discovery (admitted as authentic):

Bates No.	Description	Exhibit No.
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KUDO-Kudos0062-71	Opposer's website	0
KUDO-Kudos00072-73	Kudo Introduction and Description	Р
KUDO-Kudos00082-83	Kudo app page in iTunes	Q
KUDO- Kudos00084_CONFIDENTIAL	Analytics regarding Kudo app	R
KUDO-Kudos00089	Article titled "KUDO Brings the World to Your Laptop and Mobile Phone in Many Languages	S
KUDO-Kudos00106	Opposer's website	Т
KUDO-Kudos00167-298	Opposer's website	U
KUDO-Kudos00300- 334_CONFIDENTIAL	Kudo User Guide	V
KUDO-Kudos00340-342	Applicant's Press Release May 2017	W
KUDO-Kudos00354- 356 CONFIDENTIAL Redacted.	Price List	Х
KUDO-Kudos00385- 386_CONFIDENTIAL_Redacted	Venture Summit Summary of Kudo	Y
 KUDO-Kudos00387-507	Kudo's Twitter account	Z
KUDO-Kudos00516- 520CONFIDENTIAL Redacted	Domain names	AA
KUDO-Kudos00530- 562_CONFIDENTIAL.pdf	Kudo business plan	BB

These documents are relevant to Applicant's use of the KUDO mark, Applicant's

business, the goods and services Applicant offers under the KUDO mark, Applicant's trade

channels and target consumers.

Dated: March 5, 2020

Respectfully Submitted,

By: /Benjamin Ashurov/ Benjamin Ashurov Neil A. Smith

KB ASH LAW GROUP P.C

2603 Camino Ramon, Suite 200 San Ramon, CA 94583

Attorneys for Opposer

OPPOSER'S

NOTICE OF RELIANCE NO. 2

EXHIBIT J

OPPOSITION NO. 91240097

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Kudos Inc.,

Opposer,

v.

Serial No.:87430346Filed:April 28, 2017Published:September 19, 2017Mark:KUDO

KUDO INC. d/b/a KUDO TECHNOLOGIES,

Applicant.

Opposition No.: 91240097

APPLICANT'S RESPONSES TO OPPOSER'S FIRST SET OF REQUESTS FOR ADMISSION

Pursuant to 37 C.F.R. § 2.120 and Rule 36 of the Federal Rules of Civil Procedure, Applicant KUDO INC. d/b/a KUDO TECHNOLOGIES ("Applicant") hereby responds to Opposer Kudos Inc.'s ("Opposer") First Set of Requests for Admissions ("Requests"). Applicant's responses to these Requests are based upon the facts and information currently known and available to them and are given without prejudice to Applicant's right to supplement, amend, or alter its responses to these Requests.

GENERAL OBJECTIONS

1. Applicant objects to the Requests and the Instructions and Definitions therein to the extent they are inconsistent with Applicant's obligations under the Federal Rules of Civil Procedure or the Trademark Rules of Procedure, including by not limited to the rules government e-discovery.

2. Applicant objects to the Requests to the extent they are vague or ambiguous, to the extent they are duplicative, to the extent the information sought is not relevant, and to the extent they seek material protected by the attorney-client privilege or work product doctrine.

3. Applicant objects to the Requests to the extent they ask Applicant to admit or deny matters for which the information needed to truthfully admit or deny the Request is not in Applicant's possession, custody, or control, or is in the possession of Opposer or third-parties. Applicant has made a reasonable inquiry under the circumstances to answer each request.

4. Applicant objects to each Request to the extent that it assumes disputed facts or legal conclusions in defining the information requested. Applicant's objections are based on a good faith investigation and are made without in any manner waiving the right to object to the use of any response for any purpose, in this action or other actions, on the grounds of privilege, relevance, materiality, or any other available ground. In responding to each request, Applicant neither admits nor denies any such disputed facts or legal conclusions.

5. Applicant's discovery and investigation in connection with this case are ongoing. As a result, Applicant's responses concern information obtained and reviewed to date, and the objections, limitations, and responses contained in this Response are subject to and without waiver of any right of Applicant to: (a) object to other discovery requests directed to the subject matter of the Requests and this response; (b) make additional or supplementary objections to the Requests; and (c) revise, correct, supplement, or clarify the contents of this Response, after considering information obtained or reviewed through further discovery and investigation.

6. No objection, limitation, or response, or lack thereof, made herein shall be deemed an admission by Applicant as to the existence or non-existence of any information, and shall not be construed in any way as an admission that any definition provided by Opposer is either factually correct or legally binding upon Applicant, or as a waiver of any of Applicant's objections, including but not limited to objections regarding discoverability of documents or other evidence.

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7. Applicant submits these responses without waiving and expressly preserving (a) any objections it may have to the competency, relevancy, materiality, and admissibility of any of the responses, and (b) the right to object on any applicable ground to any additional discovery requests promulgated by Opposer hereafter involving or relating to the subject matter of the Requests addressed herein.

RESPONSES TO REQUESTS FOR ADMISSION

REQUEST NO. 1: Admit the authenticity of each of the Documents produced by Applicant in connection with these proceedings. To the extent you cannot admit the authenticity of any document(s), specify, by Bates range(s), which specific document(s) you do not admit the authenticity of.

RESPONSE NO. 1: Admitted.

REQUEST NO. 2: Admit that each of the Documents produced by Applicant in connection with these proceedings is a business record of Applicant. To the extent that you cannot admit that a specific Document constitutes a business record, specify, by Bates range(s), which specific Document(s) is not a business record of Applicant.

RESPONSE NO. 2: Admitted, with the exception of KUDO-Kudos00001 - 000064, KUDO-Kudos00082, KUDO-Kudos00084.

REQUEST NO. 3: Admit that Applicant owns and operates the website www.kudoway.com.

REPONSE NO. 3: Admitted.

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REQUEST NO. 4: Admit that Applicant has owned and operated the website www.kudoway.com since at least as early as January 1, 2017.

RESPONSE NO. 4: Admitted.

REQUEST NO. 5: Admit that Applicant uses the website www.kudoway.com to provide information about Applicant's goods and services under the KUDO Mark.

RESPONSE NO. 5: Admitted.

REQUEST NO. 6: Admit that Applicant has used the website www.kudoway.com since at least as early as January 1, 2017 to provide information about Applicant's goods and services under the KUDO Mark.

RESPONSE NO. 6: Denied. Applicant's website went live on January 9, 2017.

REQUEST NO. 7: Admit that Applicant did not use the KUDO Mark before January 1, 2017.

RESPONSE NO. 7: Admitted.

REQUEST NO. 8: Admit that Applicant uses the KUDO Mark to advertise and offer software.

RESPONSE NO. 8: Admitted that Applicant uses the KUDO Mark to advertise and offer its web-conferencing translation software.

REQUEST NO. 9: Admit that Applicant uses the KUDO Mark to advertise and offer a mobile software application for use on mobile computing devices.

RESPONSE NO. 9: Admitted that Applicant uses the KUDO Mark to advertise and offer its web-conferencing translation software which is available as a mobile software application for use on certain mobile devices like Apple iOS and Android devices.

REQUEST NO. 10: Admit that Applicant uploaded to Apple's iTunes, to make available for download, a mobile software application that uses the KUDO Mark.

RESPONSE NO. 10: Admitted that on or about April 10, 2017, Applicant uploaded its web-conferencing translation mobile software application to Apple's App Store under the KUDO Mark.

REQUEST NO. 11: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to collaborate.

RESPONSE NO. 11: Admitted that Applicant uses the KUDO Mark to identify its product and service that enables videoconference calls between globally-distributed parties speaking different languages, therefore enabling users to collaborate. Admitted that the KUDO product is advertised and offered for sale.

REQUEST NO. 12: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to communicate.

RESPONSE NO. 12: Admitted that Applicant uses the KUDO Mark to identify its product and service that enables videoconference calls between globally-distributed parties

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speaking different languages, therefore enabling users to communicate. Admitted that the KUDO service is advertised and offered in interstate commerce.

REQUEST NO. 13: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to communicate via the internet.

RESPONSE NO. 13: Admitted that Applicant uses the KUDO Mark to identify its product and service. KUDO is a web-based solution for videoconference calls between globally-distributed parties speaking different languages, therefore enabling users to communicate via the internet.

REQUEST NO. 14: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to participate in conferences.

RESPONSE NO. 14: Admitted that Applicant uses the KUDO Mark to identify its software product and service that enables videoconference calls and can also be used as a solution for language distribution and multilingual remote participation at live events and congresses, therefore enabling users to participate in conferences.

REQUEST NO. 15: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to participate in audio conferences via the internet.

RESPONSE NO. 15: Admitted that Applicant uses the KUDO Mark to advertise and identify its web-conferencing translation software which enables videoconference calls between globally-distributed parties speaking different languages, therefore enabling users to participate in audio conferences via the internet.

REQUEST NO. 16: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to participate in video conferences via the internet.

RESPONSE NO. 16: Admitted that Applicant uses the KUDO Mark to advertise and offer its web-conferencing translation software which enables videoconference calls between globally-distributed parties speaking different languages, therefore enabling users to participate in video conferences via the internet.

REQUEST NO. 17: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to exchange messages via the internet.

RESPONSE NO. 17: Applicant objects to this Request as unintelligible because "exchange messages" is vague and undefined. Notwithstanding the foregoing, Applicant admits that the KUDO product and service has a feature which enables users in real time to exchange limited text-only messages while a KUDO videoconference call is underway. The majority of such messages are for the purpose of receipt of support from conference operators and solve technical difficulties such as audio challenges with interpretation, during the event.

REQUEST NO. 18: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to share documents via the internet.

RESPONSE NO. 18: Applicant objects to this Request as unintelligible because "share documents" is vague and undefined. Notwithstanding the foregoing, Applicant admits that the KUDO product and service enables users to share documents via the internet however only associated with a specific KUDO videoconference call. These are the documents being presented during the meeting.

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REQUEST NO. 19: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to provide feedback via the internet.

RESPONSE NO. 19: Applicant objects to this Request as unintelligible because "provide feedback" is vague and undefined. Notwithstanding the foregoing, Applicant admits that the KUDO product and service has a feature which enables users in real time to receive feedback in limited text-only messages while a KUDO videoconference call is underway. The majority of such messages are to request support from conference operators and solve technical difficulties such as audio challenges with interpretation, during the event.

REQUEST NO. 20: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to conduct polls via the internet.

RESPONSE NO. 20: Applicant objects to this Request as unintelligible because "conduct polls" is vague and undefined. Notwithstanding the foregoing, Applicant admits that the KUDO product and service has a feature which enables users to conduct live polling and formal voting, under parliamentary procedure while a KUDO videoconference call is underway. This instant electronic voting capability is traditionally associated with conference and language interpretation technologies.

REQUEST NO. 21: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to interact via the internet.

RESPONSE NO. 21: Applicant objects to this Request as unintelligible because "interact" is vague and undefined. Notwithstanding the foregoing, Applicant admits that the

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KUDO product and service enables videoconference calls between globally-distributed parties speaking different languages, therefore enabling users to interact via the internet.

REQUEST NO. 22: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to network via the internet

RESPONSE NO. 22: Deny. Applicant's KUDO product and service do not enable users to network and Applicant does not advertise or offer the KUDO solution for this purpose. As per KUDO's understanding of the term "network", networking generally has a social purpose and a concept of continuation in time. However, KUDO does not display user's profiles to other meeting participants - only a name if the participant wishes to identify itself in the call - and KUDO offers no facility for users to communicate beyond the limited time of their conferencing session. In addition, the stiff hourly cost of the solution including interpreter's fees makes it an unlikely candidate for a sole networking usage, users of KUDO have high-value conversations.

REQUEST NO. 23: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to communicate in multiple languages via the internet.

RESPONSE NO. 23: Admitted that the KUDO product and service includes software that enables user to communicate in multiple languages via the internet.

REQUEST NO. 24: Admit that Applicant uses the KUDO Mark to advertise and offer software that enables users to create user profiles.

RESPONSE NO. 24: Admitted that the KUDO product and service enables users to create limited, and confidential user profiles for personal use. Only the participant's name may be optionally displayed during a conference call.

REQUEST NO. 25: Admit that Applicant has plans to expand the functionalities associated with goods and services offered under the KUDO Mark.

RESPONSE NO. 25: Admitted as directed to Applicant's current products and services.

REQUEST NO. 26: Admit that Applicant promotes its software as a collaboration platform.

RESPONSE NO. 26: Admitted, Applicant admits that the KUDO product and service enables videoconference calls between globally-distributed parties speaking different languages, Applicant therefore promotes its software as a collaboration platform for that specific purpose.

REQUEST NO. 27: Admit that Applicant's consumers include corporations.

RESPONSE NO. 27: Admitted that consumers for Applicant's product and services include corporate members that have a need for high-value conversations through videoconferencing with globally dispersed parties speaking different languages.

REQUEST NO. 28: Admit that Applicant's consumers include businesses.

RESPONSE NO. 27: Admitted that consumers for Applicant's product and service include businesses that have a need for high-value conversations through videoconferencing with globally dispersed parties speaking different languages.

REQUEST NO. 29: Admit that Applicant's consumers include businesses that wish to enhance engagement.

RESPONSE NO. 29: Applicant objects to this Request as unintelligible because "enhance engagement" is vague and undefined. Applicant further objects to this Request because it does not have first-hand knowledge of its consumer's motivation. Therefore, Applicant cannot admit or deny this Request, which is premised on speculation.

REQUEST NO. 30: Admit that Applicant's consumers include businesses that wish to enhance collaboration.

RESPONSE NO. 30: Applicant objects to this Request as unintelligible because "enhance engagement" is vague and undefined. Applicant further objects to this Request because it does not have first-hand knowledge of its consumer's motivation. Therefore, Applicant cannot admit or deny this Request, which is premised on speculation.

REQUEST NO. 31: Admit that Applicant's consumers include businesses that wish to enhance communication.

RESPONSE NO. 31: Applicant objects to this Request as unintelligible because "enhance communication" is vague and undefined. Applicant further objects to this Request

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because it does not have first-hand knowledge of its consumer's motivation. Therefore, Applicant cannot admit or deny this Request, which is premised on speculation.

REQUEST NO. 32: Admit that Applicant's consumers include individuals.

RESPONSE NO. 32: Admitted that consumers of Applicant's product and service include sophisticated individuals that have reached high positions within the field of international diplomacy, or senior members of organizations and corporations that are involved in international matters or engage in international business travels, or globally-recognized experts.

REQUEST NO. 33: Admit that Applicant's consumers include individuals that wish to enhance engagement.

RESPONSE NO. 33: Applicant objects to this Request as unintelligible because "enhance engagement" is vague and undefined. Applicant further objects to this Request because it does not have first-hand knowledge of its consumer's motivation. Therefore, Applicant cannot admit or deny this Request, which is premised on speculation.

REQUEST NO. 34: Admit that Applicant's consumers include individuals that wish to enhance collaboration.

RESPONSE NO. 34: Applicant objects to this Request as unintelligible because "enhance communication" is vague and undefined. Applicant further objects to this Request because it does not have first-hand knowledge of its consumer's motivation. Therefore, Applicant cannot admit or deny this Request, which is premised on speculation.

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REQUEST NO. 35: Admit that Applicant's consumers include individuals that wish to enhance communication.

RESPONSE NO. 35: Applicant objects to this Request as unintelligible because "enhance communication" is vague and undefined. Applicant further objects to this Request because it does not have first-hand knowledge of its consumer's motivation. Therefore, Applicant cannot admit or deny this Request, which is premised on speculation.

REQUEST NO. 36: Admit that Applicant makes its goods or services available under the Kudos Mark through a Software as a Service Platform accessed via the internet.

RESPONSE NO. 36: Denied.

REQUEST NO. 37: Admit that Applicant makes its goods or services available under the Kudos Mark through a mobile application that is accessible via the internet.

RESPONSE NO. 37: Denied.

REQUEST NO. 38: Admit that Applicant makes its goods or services available under the Kudos Mark through a mobile application downloadable via Apple's iTunes.

RESPONSE NO. 38: Denied.

REQUEST NO. 39: Admit that Applicant's mobile application may be downloaded from iTunes for free.

RESPONSE NO. 39: Admitted that Applicant's web conference translation software is accessible to its users via mobile software application which is available for users to download at

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no cost on the Apple App Store and Google Play App Store. However, the application cannot be used without a KUDO account or a meeting ID.

REQUEST NO. 40: Admit that as of the date of the propounding of these Requests, Applicant's website www.kudoway.com displayed the following statement: "Cloud-based Collaboration in Multiple Languages".

RESPONSE NO. 40: Admitted.

REQUEST NO. 41: Admit that as of the date of the propounding of these Requests, Applicant's website www.kudoway.com displayed the following statement: "KUDO will keep participants engaged no matter where they are".

RESPONSE NO. 41: Admitted.

REQUEST NO. 42: Admit that as of the date of the propounding of these Requests, Applicant's website www.kudoway.com displayed the following statement: "Collaborate globally, from anywhere".

RESPONSE NO. 42: Admitted.

REQUEST NO. 43: Admit that as of the date of the propounding of these Requests, Applicant's website www.kudoway.com displayed the following statement: "Get instant feedback from your audience".

RESPONSE NO. 43: Admitted.

REQUEST NO. 44: Admit that Applicant's specimen for the Application, filed on April 28, 2017 shows the following statement displayed in Applicant's iTunes description: "KUDO enables individuals and businesses to communicate globally via their mobile devices".

RESPONSE NO. 44: Admitted.

REQUEST NO. 45: Admit that Applicant's Twitter user page @kudoway contains the following statement: "Cloud-based Collaboration in Multiple Languages".

RESPONSE NO. 45: Admitted.

REQUEST NO. 46: Admit that as of December 6, 2017, Applicant's website www.kudoway.com/meet-kudo displayed the following statement: "Kudo is the Albanian word for anywhere or everywhere. K• dos is also a Greek term meaning praise or renown. Transcribed rather literally as kudos, the word, although singular, came to be used mostly in plural form. KUDO aptly conveys our commitment to help people spread their passion everywhere and gather the kudos they deserve, in whatever language."

RESPONSE NO. 46: Admitted.

REQUEST NO. 47: Admit the truth of the following statement from the previous Request: "Kudo is the Albanian word for anywhere or everywhere. K• dos is also a Greek term meaning praise or renown. Transcribed rather literally as kudos, the word, although singular, came to be used mostly in plural form. KUDO aptly conveys our commitment to help people spread their passion everywhere and gather the kudos they deserve, in whatever language."

RESPONSE NO. 47: Applicant objects to this request which lacks foundation and cannot be admitted or denied. Notwithstanding the foregoing, Applicant admits that this marketing language is included in Applicant's marketing materials and that this is based on web research and third-party articles on etymology research.

Dated: March 22, 2019

Respectfully submitted,

BAKER & HOSTETLER LLP

By: <u>/s/ Jacqueline Lesser</u> Jacqueline Lesser Kevin M. Wallace 45 Rockefeller Plaza 14th Floor New York, NY 10111 Telephone: (212) 589-4200 Facsimile: (212) 589-4201 jlesser@bakerlaw.com kwallace@bakerlaw.com

Attorneys for Applicant KUDO INC. d/b/a KUDO TECHNOLOGIES

CERTIFICATE OF SERVICE

I, Kevin M. Wallace, hereby certify that a copy of the foregoing APPLICANT'S RESPONSES TO OPPOSER'S FIRST SET OF REQUESTS FOR ADMISSIONS has been served upon the attorney for Applicant via email this 22nd day of March, 2019:

Benjamin Ashurov, Esq. bashurov@kb-ash.com; pto@kb-ash.com

> <u>/s/ Kevin M. Wallace</u> Kevin M. Wallace

OPPOSER'S

NOTICE OF RELIANCE NO. 2

EXHIBIT K

OPPOSITION NO. 91240097

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Kudos Inc.,

Opposer,

v.

Serial No.:87430346Filed:April 28, 2017Published:September 19, 2017Mark:KUDO

KUDO INC. d/b/a KUDO TECHNOLOGIES,

Applicant.

Opposition No.: 91240097

OPPOSER'S RESPONSES TO APPLICANT'S FIRST SET OF INTERROGATORIES

Pursuant to 37 C.F.R. § 2.120 and Rule 33 of the Federal Rules of Civil Applicant KUDO INC. d/b/a KUDO TECHNOLOGIES ("Applicant") hereby responds to Opposer Kudos Inc.'s ("Opposer") First Set of Interrogatories. Applicant's responses to these Interrogatories are based upon the facts and information currently known and available to them, and are given without prejudice to Applicant's right to supplement, amend, or alter its responses to these Interrogatories.

GENERAL OBJECTIONS AND OBJECTIONS TO DEFINITIONS AND INSTRUCTIONS

1. Applicant reserves all objections to the competency, relevancy, materiality, or admissibility at trial of any response to the Interrogatories, or to any document produced in response thereto, and reserves the right to amend, modify, or supplement its responses or objections herein, or to move for a protective order.

2. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent they are unlimited or overbroad in time or scope, unreasonably

cumulative and duplicative, unduly burdensome, vague, ambiguous, misleading, not relevant, or not reasonably calculated to lead to the discovery of admissible evidence.

 Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent they seek documents or information not in Applicant's possession, custody, or control.

4. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent that they seek information or documents that are a matter of public record, already within Applicant's possession, or that are equally or more accessible to Applicant.

5. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent they seek information from any person or entity other than Applicant.

6. Applicant objects to the Interrogatories to the extent that they purport to seek information protected by the work product doctrine, attorney-client privilege, or any other privilege or restriction on discovery.

7. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent they assume facts or legal conclusions not yet adjudicated. By responding to these Interrogatories, Applicant does not admit or agree with any explicit or implicit assumption made in the Interrogatories.

8. Applicant objects to each of the Definitions and Instructions and Interrogatories to the extent each purports to require Applicant to provide information or take action beyond that required by the Federal Rules of Civil Procedure or the Trademark Rules of Procedure, including but not limited to the rules governing e-discovery.

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9. Applicant objects to the definition of "Agent" because it is overbroad and may include persons who would not normally be considered agents.

RESPONSES TO INTERROGATORIES

INTERROGATORY NO. 1:

Des			
<u>RESPONSE 1</u> :			
			1

INTERROGATORY NO. 2:

RESPONSE 2:			

INTERROGATORY NO. 3:

RESPONSE 3:

INTERROGATORY NO. 4:

RESPONSE 4:

INTERROGATORY NO. 5:

Describe in detail the nature and purpose of each good and service on which You use or intend to use the KUDO Mark (whether or not recited in the Applications), including when you began selling that good or service in the United States under the KUDO Mark and in which U.S. state(s) that good or service is presently sold.

RESPONSE 5: Applicant objects to this Interrogatory to the extent that it seeks information that is protected by the attorney-client privilege or work product doctrine. Applicant objects to this Interrogatory to the extent that it seeks information that is beyond the scope of this Opposition proceeding, is not proportional to the needs of the case, and does not seek information that is relevant or likely to lead to discovery of relevant and admissible evidence. Notwithstanding the foregoing, Applicant states, that its KUDO product is directed to individuals and businesses and permits them to communicate globally online in multiple languages simultaneously. The product is offered for teleconferences, web conferencing, and live events. The purpose of the product is to facilitate multilingual communications. Applicant further elects under Fed. R. Civ. P. 33(d) to produce summary business records.

INTERROGATORY NO. 6:

Describe in detail the specific activities You have taken to begin offering each and every service identified in the Application in the United States, including the date(s) those activities began, and identify all documents related thereto.

<u>RESPONSE 6</u>: Applicant objects to this Interrogatory as vague, overbroad and unduly burdensome and on grounds that it calls for information that is not relevant to this proceeding and not likely to lead to production of relevant and admissible evidence. Notwithstanding the

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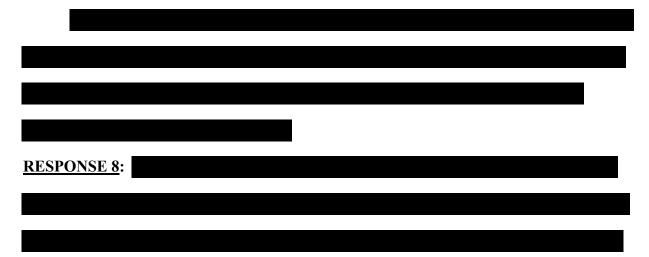
foregoing, Applicant has made its service available through a Software as a Service platform accessible online and through its mobile application.

INTERROGATORY NO. 7:

Identify and explain in full detail how goods and services bearing Your KUDO Mark are or will be marketed and promoted, including, without limitation, by identifying each of the marketing channels through which such goods and services are or will be advertised, sold or offered for sale. (For the avoidance of doubt, Your answer should include marketing channels used by You, as well as those used by Your distributors, agents and retail partners.)

<u>RESPONSE 7</u>: Applicant objects to this Interrogatory as vague, overbroad, and unduly burdensome. Applicant further objects to this Interrogatory to the extent that it seeks information that is protected by the attorney-client privilege or work product doctrine. Notwithstanding the foregoing, Applicant currently markets its services through its website located at www.kudoway.com.

INTERROGATORY NO. 8:



INTERROGATORY NO. 9:

RESPONSE 9:

INTERROGATORY NO. 10:

RESPONSE 10:

INTERROGATORY NO. 11:

RESPONSE 11:

INTERROGATORY NO. 12:

RESPONSE 12:

INTERROGATORY NO. 13:

RESPONSE 13:

INTERROGATORY NO. 14:

RESPONSE 14:

INTERROGATORY NO. 15:

RESPONSE 15:		

INTERROGATORY NO. 16:

State whether Applicant's software offered under the KUDO Mark permits users to share documents.

RESPONSE 16: Applicant objects to this Interrogatory as vague because "share documents" is not defined. Notwithstanding the foregoing, Applicant's states that its software offered under the

KUDO Mark does not permit all users to "share documents." Applicant further states that its software offered under the KUDO Mark permits "presenting users" to make documents available for users participating in a presentation to download such documents.

INTERROGATORY NO. 17:

RESPONSE 17:

INTERROGATORY NO. 18:

State whether Applicant's software offered under the KUDO Mark permits users to share messages with other users.

<u>RESPONSE 18</u>: Applicant objects to this Interrogatory because the undefined term, "share," is vague and incomprehensible. Notwithstanding the foregoing, Applicant states that its software permits participants to use their own mobile devices to ask questions and for in-session chat messaging.

INTERROGATORY NO. 19:

State whether Applicant's software offered under the KUDO Mark permits users to conduct polls.

<u>RESPONSE 19</u>: Applicant states that its software offered under the KUDO Mark does not permit all users to create and conduct polls. Applicant states that its software offered under the KUDO Mark permits "presenting users" to create and conduct polls during live video conferences and presentations for the participating users to vote in.

INTERROGATORY NO. 20:

State whether Applicant's software offered under the KUDO Mark permits users to create user profiles.

<u>RESPONSE 20</u>: Applicant objects to this Interrogatory because the undefined phrase, "create user profile," is vague and incomprehensible. Notwithstanding the foregoing, Applicants states that its software includes the ability for users to create their own user profiles.

INTERROGATORY NO. 21:

State whether Applicant's software offered under the KUDO Mark can be downloaded to users' mobile phones via iTunes.

<u>RESPONSE 21</u>: Applicant's software is available for download via iTunes.

INTERROGATORY NO. 22:

State the price users must pay in order to download Applicant's software application via iTunes.

<u>RESPONSE 22</u>: Applicant objects to this Interrogatory to the extent that it seeks information that is a matter of public record. Notwithstanding the foregoing, Applicant states that its software can be downloaded from iTunes for free.

INTERROGATORY NO. 23:



INTERROGATORY NO. 24:

State whether Applicant's software offered under the KUDO Mark may be used by nonprofit organizations.

<u>RESPONSE 24</u>: Applicant objects to this Interrogatory as vague insofar as "non-profit organizations" is not a defined term. Notwithstanding the foregoing, Applicant states that its software may be used by any business that has a need for simultaneous translation service software to facilitate online and in-person conferences and meetings.

INTERROGATORY NO. 25:

RESPONSE 25:

INTERROGATORY NO. 26:

RESPONSE 26:

13

INTERROGATORY NO. 27:

Identify all persons who provided information, were consulted, or whose files or documents were reviewed in connection with the preparation of any of the responses to these Interrogatories.

<u>RESPONSE 27</u>: Applicant states that Fardad Zabetian provided the answers to the factual statements made in response to these Interrogatories.

INTERROGATORY NO. 28:

Identify all Documents that Applicant reviewed, referenced, or relied upon to answer any of Opposer's Interrogatories.

<u>RESPONSE 28</u>: Applicant objects to this Interrogatory to the extent that it seeks information that is protected by the attorney-client privilege or work product doctrine. Notwithstanding the foregoing, Applicant will produce all responsive and non-privileged documents.

Dated: July 30, 2018

Respectfully submitted,

BAKER & HOSTETLER LLP

/Jacqueline M. Lesser/ Jacqueline M. Lesser Seth Engel Kevin M. Wallace 45 Rockefeller Plaza 14th Floor New York, NY 10111 Telephone: (212) 589-4200 Facsimile: (212) 589-4201 jlesser@bakerlaw.com sengel@bakerlaw.com

Attorneys for Applicant KUDO INC. d/b/a KUDO TECHNOLOGIES

VERIFICATION

I, Fardad Zabetian, hereby verify and declare:

As Chief Executive Office of KUDO INC. d/b/a KUDO TECHNOLOGIES, I am authorized to verify Applicant's Response to Opposer's First Set of Interrogatories. The substantive information contained in the Interrogatory responses has been assembled by individuals authorized to act on behalf of KUDO INC. d/b/a KUDO TECHNOLOGIES. To the best of my knowledge, information and belief, all of the substantive information contained in the Interrogatory responses is true and correct.

I declare under penalty of perjury, as set forth in 28 U.S.C. § 1746, that the foregoing is true and correct.

Executed this <u>27th</u> day of July, 2018, in New York, New York.

KUDO INC. d/b/a KUDO TECHNOLOGIES

By:

Name: <u>Fardad Zabetian</u> Title: <u>Chief Executive Officer</u>

CERTIFICATE OF SERVICE

I, Lisa Bollinger Gehman, hereby certify that a copy of the foregoing APPLICANT'S

RESPONSES TO OPPOSER'S FIRST SET OF INTERROGATORIES have been served upon

the attorney for Applicant via email this 30th day of July, 2018:

Benjamin Ashurov, Esq. bashurov@kb-ash.com; pto@kb-ash.com

> /s/ Kevin M. Wallace Kevin M. Wallace

OPPOSER'S

NOTICE OF RELIANCE NO. 2

EXHIBIT L

OPPOSITION NO. 91240097

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Kudos Inc.,

Opposer,

v.

Serial No.:87430346Filed:April 28, 2017Published:September 19, 2017Mark:KUDO

KUDO INC. d/b/a KUDO TECHNOLOGIES,

Applicant.

Opposition No.: 91240097

APPLICANT'S RESPONSES TO OPPOSER'S SECOND SET OF INTERROGATORIES

Pursuant to 37 C.F.R. § 2.120 and Rule 33 of the Federal Rules of Civil Applicant KUDO INC. d/b/a KUDO TECHNOLOGIES ("Applicant") hereby responds to Opposer Kudos Inc.'s ("Opposer") First Set of Interrogatories. Applicant's responses to these Interrogatories are based upon the facts and information currently known and available to them and are given without prejudice to Applicant's right to supplement, amend, or alter its responses to these Interrogatories.

GENERAL OBJECTIONS AND OBJECTIONS TO DEFINITIONS AND INSTRUCTIONS

1. Applicant reserves all objections to the competency, relevancy, materiality, or admissibility at trial of any response to the Interrogatories, or to any document produced in response thereto, and reserves the right to amend, modify, or supplement its responses or objections herein, or to move for a protective order.

2. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent they are unlimited or overbroad in time or scope, unreasonably

cumulative and duplicative, unduly burdensome, vague, ambiguous, misleading, not relevant, or not reasonably calculated to lead to the discovery of admissible evidence.

3. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent they seek documents or information not in Applicant's possession, custody, or control.

4. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent that they seek information or documents that are a matter of public record, already within Applicant's possession, or that are equally or more accessible to Applicant.

5. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent they seek information from any person or entity other than Applicant.

6. Applicant objects to the Interrogatories to the extent that they purport to seek information protected by the work product doctrine, attorney-client privilege, or any other privilege or restriction on discovery.

7. Applicant objects to the Definitions and Instructions, and to each of the Interrogatories, to the extent they assume facts or legal conclusions not yet adjudicated. By responding to these Interrogatories, Applicant does not admit or agree with any explicit or implicit assumption made in the Interrogatories.

8. Applicant objects to each of the Definitions and Instructions and Interrogatories to the extent each purports to require Applicant to provide information or take action beyond that required by the Federal Rules of Civil Procedure or the Trademark Rules of Procedure, including but not limited to the rules governing e-discovery.

9. Applicant objects to the definition of "Agent" because it is overbroad and may include persons who would not normally be considered agents.

RESPONSES TO INTERROGATORIES

INTERROGATORY NO. 29:

Identify the date of first sale for Applicant's goods or services offered under the KUDO Mark.

RESPONSE NO. 29: The date of first sale for the KUDO product was August 8th 2017 as evidenced by Purchase order number BC 318322 from the Swiss-based international organization The International Telecommunication Union (ITU) for multilingual interactive remote participation services at their Regional Workshop in Internet Governance event held in Brasilia, Brazil from August 14 to 16th.

INTERROGATORY NO. 30:

Identify any supporting Documents evidencing date of first sale for Applicant's goods or services offered under the KUDO Mark

<u>RESPONSE NO. 30</u>: See response to Interrogatory No. 29 and supporting production documents. In addition, see the related case study 'ITU Regional Seminar" from the KUDO website.

INTERROGATORY NO. 31:

Describe in detail Applicant's reasoning for promoting as a collaboration platform Applicant's goods or services offered under the KUDO Mark.

<u>RESPONSE NO. 31</u>: Applicant objects to this Interrogatory to the extent that it seeks

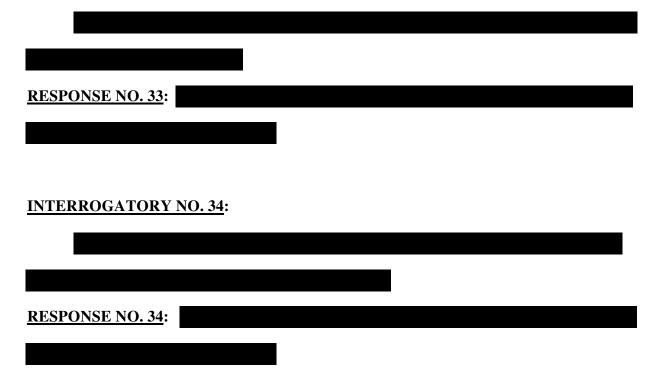
information that is protected by the attorney-client privilege or work product doctrine. Applicant objects to this Interrogatory to the extent that it seeks information that is confidential or a trade secret. Applicant objects to this interrogatory on grounds that it is vague and capable of multiple interpretations. Notwithstanding the foregoing, Applicant's reasoning for promoting its service is to fulfill the need for real time audio and video telecommunication services required by multinational and multilingual government entities, and corporations. Applicant's KUDO product and service allow global organizations to discuss matters of joint business without language barriers. For example, KUDO allows country officials and diplomats to negotiate policies without language barriers, KUDO provides a technology solution for more parties to work towards a common goal and therefore to collaborate within the confines of a particular live meeting. Applicant uses the word "collaborate" in its marketing materials as the term "collaborate" is broadly defined as the act of working jointly with someone else. Any type of translation interpretation service, whether video, audio, written, or in person translation interpretation is a collaborative effort to facilitate common communication of individuals who speak different languages.

INTERROGATORY NO. 32:

Describe in detail how Applicant's goods or services offered under the KUDO Mark allow "people to collaborate" as indicated in Applicant's website www.kudoway.com. **RESPONSE NO. 32:** Applicant objects to this Interrogatory to the extent that it seeks information that is protected by the attorney-client privilege or work product doctrine. Applicant objects to this Interrogatory to the extent that it seeks information that is confidential or a trade secret. Applicant objects to this interrogatory on grounds that it is vague and capable of multiple

interpretations. Notwithstanding the foregoing, Applicant states that it uses the word "collaborate" as it is broadly defined as the act of working jointly with someone else. Applicant's KUDO product and service allow global organizations to discuss matters of joint business without language barriers. For example, KUDO allows country officials and diplomats to negotiate policies without language barriers, KUDO provides a technology solution for more parties to work toward a common goal and therefore to collaborate within the confines of a particular live meeting.

INTERROGATORY NO. 33:



INTERROGATORY NO. 35:

RESPONSE NO. 35:

INTERROGATORY NO. 36:

Describe in detail Applicant's reasoning for publishing the following statement on Applicant's website: "KUDO aptly conveys our commitment to help people spread their passion everywhere and gather the kudos they deserve."

RESPONSE NO. 36: Applicant objects to this Interrogatory as vague and incomprehensible. Notwithstanding the foregoing, as Applicant understands the question, Applicant created and published this marketing language to note that the successful application of the KUDO service assists in helping people spread their passion (i.e., interests, agenda, reason for the meeting) everywhere (i.e., KUDO, as that word is translated into Albanian) and obtain the kudos they deserve in any language. (i.e., honor, notability, standing, distinction, as the word "kudos" is defined). Applicant certainly enables people to spread their passion everywhere, in any language, by delivering a unique solution for multilingual distance communication through remote simultaneous interpretation. Through the use of the KUDO product and service, world-class experts have been able to deliver their passionate message regarding matters of substance

and importance to a truly global audience and inform and inspire people speaking different languages.

INTERROGATORY NO. 37:

Describe in detail Applicant's "commitment to help people spread their passion everywhere and gather the kudos they deserve."

RESPONSE NO. 37: Applicant objects to this Interrogatory as vague and incomprehensible, Notwithstanding the foregoing, as Applicant understands the question, Applicant enables people to spread their passion everywhere, in any language, by delivering a unique solution for multilingual distance communication through remote simultaneous interpretation by video and audio teleconferencing. Through the use of KUDO, world-class experts have been able to deliver their passionate message to a truly global audience and inform and inspire people speaking different languages.

INTERROGATORY NO. 38:

Describe in detail how Applicant helps people "gather the kudos they deserve".

RESPONSE NO. 38: Applicant objects to this Interrogatory as vague and incomprehensible. Notwithstanding the foregoing, as Applicant presently understands the Interrogatory, through the use of the KUDO product and service, world-class experts are able to deliver their passionate message to a truly global audience and inform and inspire people speaking different languages during real time meetings. The word "kudos" in the advertising copy on Applicant's website is used in its ordinary meaning to mean "praise," "credit", "distinction" and "renown" that may be accorded a speaker at a multilingual event, for which the speaker would not receive

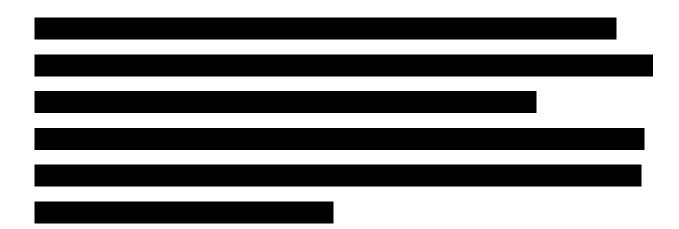
acknowledgement at all without translation, but for the applicability of the <u>KUDO</u> product and service which permits real time live simultaneous translations in multiple languages.

INTERROGATORY NO. 39:

Describe in detail Applicant's reasoning for publishing the following statement on Applicant's website: "KUDO will keep participants engaged no matter where they are". **RESPONSE NO. 39:** Applicant objects to this Interrogatory as vague and incomprehensible. Applicant objects to this Interrogatory to the extent that it seeks information that is protected by the attorney-client privilege or work product doctrine. Notwithstanding the foregoing, as Applicant understands the question: KUDO enables multilingual remote participation. While previous technology solutions for simultaneous interpretation with professional conference interpreters required all meeting attendees to be in the same physical space, KUDO innovates by allowing people who are unable to travel to a meeting to join in through a web videoconferencing solution and participate in their preferred language. Remote participants can both listen and speak in their mother tongue. This is the clearest example of how KUDO keeps participants engaged no matter where they are.

INTERROGATORY NO. 40:

RESPONSE NO. 40:



INTERROGATORY NO. 41:

Identify all persons who provided information, were consulted, or whose files or documents were reviewed in connection with the preparation of any of the responses to these Interrogatories.

<u>RESPONSE NO. 41</u>: Applicant identifies Fardad Zabetian, Ewandro Magalhaes, and Annabelle Zabetian.

INTERROGATORY NO. 42:

Identify all Documents that Applicant reviewed, referenced, or relied upon to answer any of Opposer's Interrogatories.

<u>RESPONSE NO. 42</u>: Applicant objects to this Interrogatory to the extent that it seeks information that is protected by the attorney-client privilege or work product doctrine. Notwithstanding the foregoing, Applicant reviewed the documents already produced, its website, and documents that are in its current production.

Dated: March 22, 2019

Respectfully submitted,

BAKER & HOSTETLER LLP

/Jacqueline M. Lesser/ Jacqueline M. Lesser Kevin M. Wallace 45 Rockefeller Plaza 14th Floor New York, NY 10111 Telephone: (212) 589-4200 Facsimile: (212) 589-4201 jlesser@bakerlaw.com kwallace@bakerlaw.com

Attorneys for Applicant KUDO INC. d/b/a KUDO TECHNOLOGIES

VERIFICATION

I, Fardad Zabetian, hereby verify and declare:

As Chief Executive Office of KUDO INC. d/b/a KUDO TECHNOLOGIES, I am authorized to verify Applicant's Response to Opposer's Second Set of Interrogatories. The substantive information contained in the Interrogatory responses has been assembled by individuals authorized to act on behalf of KUDO INC. d/b/a KUDO TECHNOLOGIES. To the best of my knowledge, information and belief, all of the substantive information contained in the Interrogatory responses is true and correct.

I declare under penalty of perjury, as set forth in 28 U.S.C. § 1746, that the foregoing is true and correct.

Executed this 22nd day of March 2019, in New York, New York.

KUDO INC. d/b/a KUDO TECHNOLOGIES

IW By:

Name: Fardad Zabetian Title: Chief Executive Officer

CERTIFICATE OF SERVICE

I, Kevin M. Wallace, hereby certify that a copy of the foregoing APPLICANT'S

RESPONSES TO OPPOSER'S SECOND SET OF INTERROGATORIES have been served

upon the attorney for Applicant via email this 22nd day of March, 2019:

Benjamin Ashurov, Esq. bashurov@kb-ash.com; pto@kb-ash.com

> /s/ *Kevin M. Wallace* Kevin M. Wallace

OPPOSER'S

NOTICE OF RELIANCE NO. 2

EXHIBIT M

OPPOSITION NO. 91240097

1 2 3 IN THE UNITED STATES 4 PATENT AND TRADEMARK OFFICE 5 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD _____ In the matter of: 6 7 Mark: KUDO Sr. No. 87/430346 Classes: 009,042 8 9 KUDOS INC., 10 Opposer 11 12 **Opposition No.:** 91240097 13 v. 14 KUDO INC., DBA KUDO TECHNOLOGIES, 15 Applicant. 16 _____ 17 HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY 18 19 20 DEPOSITION OF FARDAD ZABETIAN 21 THURSDAY, MARCH 14, 2019 22 10:00 a.m. 23 24 Reported by: Adrienne M. Mignano, RPR 25 Job Number: J3709133



800.211.DEPO (33 EsquireSolutions.c
Public of the State of New
Notice, before Adrienne M.
roadway, New York, New
es of Esquire Deposition
ion of Fardad Zabetian,
New York, New York
10:00 a.m.
March 14, 2019

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1
 2
     A P P E A R A N C E S:
 3
 4
     KB ASH LAW GROUP P.C.
 5
     Attorneys for Opposer
 6
               7011 Koll Center Parkway
               Suite 160
 7
               Pleasanton, California 94566
 8
 9
               BENJAMIN ASHUROV, ESQ.
     BY:
10
11
     BAKER & HOSTETLER LLP
12
     Attorneys for Applicant
               45 Rockefeller Plaza
13
14
               New York, New York 10111
15
     BY:
               JACQUELINE M. LESSER, ESQ.
16
17
     ALSO PRESENT:
18
19
         ANNABELLE GAZZO ZABETIAN
         Media Vision
20
21
22
23
24
25
     ESQU
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FARDAD ZABETIAN Highly Confidential KUDOS INC. vs KUDO INC.

1	Zabetian
2	FARDAD ZABETIAN, called as a
3	witness, having been duly sworn
4	by a Notary Public, was examined and
5	testified as follows:
6	EXAMINATION BY
7	MR. ASHUROV:
8	Q All right. Mr. Zabetian am I
9	pronouncing your name correctly?
10	A Yes.
11	Q Okay.
12	A You can call me Fardad.
13	Q Fardad.
14	Okay.
15	Thank you.
16	So, Fardad, I'm, as you probably
17	know, counsel for Kudos, Inc., who is the
18	Opposer in this proceeding for which we
19	are here today. The proceeding is pending
20	before the U.S. Patent and Trademark
21	Office.
22	And we're here specifically for
23	the purpose of taking your testimony as an
24	individual and as the corporate
25	representative of Kudo, Inc.



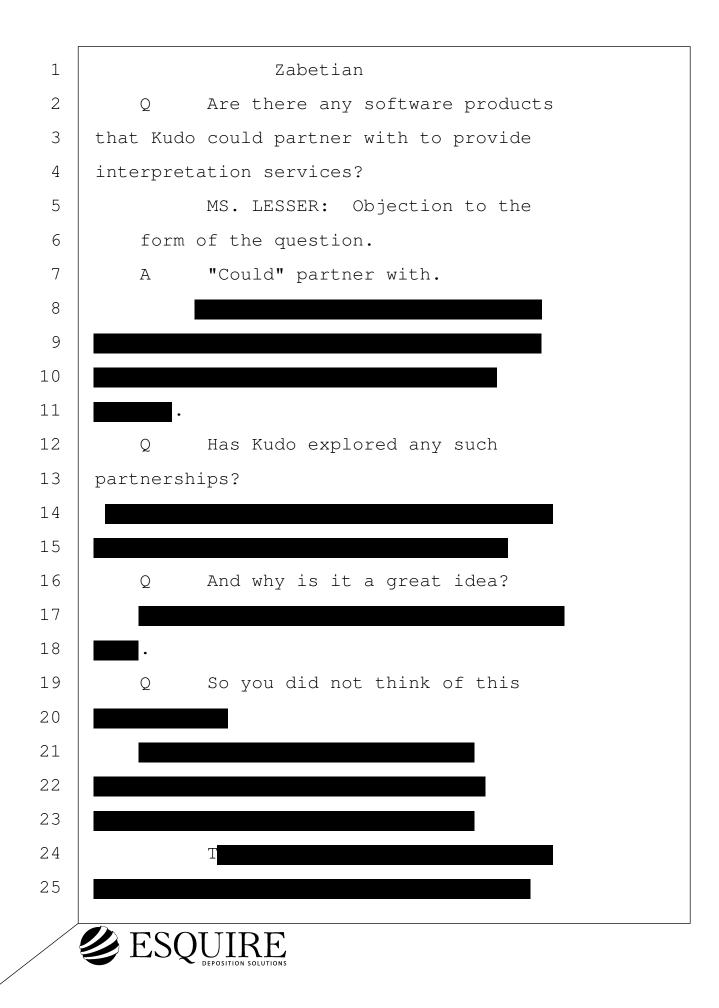
FARDAD ZABETIAN Highly Confidential KUDOS INC. vs KUDO INC.

1	Zabetian
2	of the company?
3	A Yes.
4	Q And did yourself and Ewandro
5	also make that decision?
6	A Yes.
7	Q Was there anyone else involved
8	in that decision?
9	A No.
10	Q Did you guys
11	MS. LESSER: Objection.
12	BY MR. ASHUROV:
13	Q Did you and Ewandro consider any
14	other trademarks for your product?
15	A No.
16	Q Does Kudo, Inc. offer any other
17	products?
18	MS. LESSER: Objection to the
19	form of the question.
20	A We have no. The answer is
21	no.
22	Q Do you know, who was the first
23	customer for that Kudo product?
24	A Yes.
25	Q And who is that?



1	Zabetian
2	A You always remember your first
3	time.
4	We have very sophisticated
5	clients. Our first client was
6	
7	
8	
9	
10	Q And when did those meetings take
11	place?
12	A The meetings
13	MS. LESSER: Again, this is all
14	still under highly confidential,
15	attorneys' eyes only.
16	
17	
18	Q And can you repeat the name of
19	that company that was your first customer?
20	A
21	
22	
23	
24	
25	
	SOUIRE

1	Zabetian
2	A
3	
4	
5	Q Sounds good.
6	
7	
8	A .
9	It was standard quotation and
10	confirmation of the quotation and a
11	purchase order.
12	Q And do you remember who was
13	involved in the preparation or the review
14	of the purchase order?
15	A So it would help asking
16	one-by-one. There are two different
17	answers.
18	Q I'll be happy to.
19	So and let me just step back.
20	
21	
22	
23	A So what's the question say?
24	MS. LESSER: Objection.
25	Yeah.
	ESQUIRE DEPOSITION SOLUTIONS



1 Zabetian 2 Q Sure. So you have got to be more 3 А specific. 4 Give me an example and I'll give 5 you a very clear answer. How about that? 6 7 I suppose my skills could Q 8 improve. 9 Let's talk about something like 10 Skype, for example. 11 А Uh-huh. 12 What is your understanding of 0 Skype's services? 13 MS. LESSER: Objection to the 14 form of the question. 15 16 А 17 18 Q Okay. And what about Slack? 19 20 MS. LESSER: Objection to the 21 form of the question. 22 23 24 25 ES

1	Zabetian
2	
3	
4	Q What about YouTube Live?
5	A Same. If they want to do live
6	language interpretation, we can support
7	them.
8	Q And what about Kudos?
9	A What about Kudos?
10	Q If they wanted to do live
11	language interpretation, would you support
12	them?
13	A If they can afford us, yes.
14	Q Okay.
15	A They need to stop spending money
16	on legal fees and on development.
17	Q Is it technologically feasible
18	to do so?
19	A I'm not familiar with Kudos's
20	technology.
21	Q So is it fair to say that if a
22	provider of video messaging service
23	A Uh-uh. I did not say that.
24	Q Let me finish.
25	Is it fair to say that if a

ESQUIRE ESQUIRE

1	Zabetian
2	this page.
3	MR. ASHUROV: Yes.
4	A Okay.
5	Q Okay.
6	Fardad, so looking at document
7	bearing production number Kudo-Kudos
8	00070, this, again, was a document
9	produced by Kudo, Inc.; is that correct?
10	A Correct.
11	Q And is it correct that this is a
12	screen print of the website?
13	A Yes.
14	Q Can you read the text contained
15	under the name?
16	A "Kudo is the Albanian word for
17	anywhere and everywhere. And in the 1940s
18	it was introduced in the English language.
19	Kudo conveys our commitment to helping
20	people spread their passion everywhere, in
21	any language."
22	Q Do you see any differences from
23	the version of this paragraph that was
24	published in the December 6th
25	A Yes.



FARDAD ZABETIAN Highly Confidential KUDOS INC. vs KUDO INC.

1 Zabetian 2 Q Okay. 3 What is the difference? 4 Α We removed the area, as a 5 courtesy to your client, once this case 6 started. 7 Once we wrote this content we 8 used kudos as what it means in English 9 word to show the marketing message what 10 Kudo is about. 11 Once this case started, we 12 reviewed -- once we added more content to 13 our website, including our advisers, 14 including our employees, we reviewed this 15 content; and it was a time for us, as a 16 courtesy, to remove that part, even though we are using as a generic English term, 17 18 not as a trademark, not as a product, not 19 as a solution. 20 Okay. Q 21 As a courtesy to your client. А 22 0 Do you know if there has been 23 any other content edited on the website 24 since this case has commenced? 25 А No.



FARDAD ZABETIAN Highly Confidential KUDOS INC. vs KUDO INC.

Γ

1	
2	CERTIFICATE
3	STATE OF NEW YORK)
4	: SS
5	COUNTY OF NEW YORK)
6	
7	I, Adrienne M. Mignano, a
8	Registered Professional Reporter and Notary
9	Public within and for the State of New York,
10	do hereby certify:
11	That FARDAD ZABETIAN, the
12	witness whose deposition is hereinbefore set
13	forth, was duly sworn by me and that such
14	deposition is a true record of the testimony
15	given by the witness.
16	I further certify that I am
17	not related to any of the parties to this
18	action by blood or marriage, and that I am
19	in no way interested in the outcome of this
20	matter.
21	IN WITNESS WHEREOF, I have
22	hereunto set my hand this 27th Day of
23	March, 2019. Adrienno M. Mignans
24	Forrenne M. Mighans
25	ADRIENNE M. MIGNANO
	ESQUERE 800.211.DEPO (337 EsquireSolutions.co

800.211.DEPO (3376) EsquireSolutions.com

OPPOSER'S

NOTICE OF RELIANCE NO. 2

EXHIBIT N

OPPOSITION NO. 91240097

EWANDRO MAGALHAES

Kudos, Inc. vs Kudo, Inc.

1 2 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD 3 _____ In the matter of: 4 5 Mark: KUDO Sr. No. 87/430346 6 Classes: 009,042 7 KUDOS, INC., 8 Opposer 9 10 Opposition No .: 91240097 11 v. 12 KUDO, INC., DBA KUDO TECHNOLOGIES, 13 Applicant. 14 ______ 15 16 HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY 17 18 DEPOSITION OF EWANDRO MAGALHAES 19 FRIDAY, MARCH 15, 2019 20 10:00 a.m. 21 22 23 Reported by: Adrienne M. Mignano, RPR 24 25 Job Number: J3709481



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13	
12	York.
11	Mignano, a Notary Public of the State of New
10	York, pursuant to Notice, before Adrienne M.
9	Solutions, 1384 Broadway, New York, New
8	held at the offices of Esquire Deposition
7	Deposition of Ewandro Magalhaes,
6	New IOIK, New IOIK
4 5	10:00 a.m. New York, New York
3	March 15, 2019
2	
1	

EWANDRO MAGALHAES

Kudos, Inc. vs Kudo, Inc.

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 2
     A P P E A R A N C E S:
 3
 4
     KB ASH LAW GROUP P.C.
 5
     Attorneys for Opposer
 6
               7011 Koll Center Parkway
               Suite 160
 7
               Pleasanton, California 94566
 8
 9
               BENJAMIN ASHUROV, ESQ.
     BY:
10
11
     BAKER & HOSTETLER LLP
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     Attorneys for Applicant
               45 Rockefeller Plaza
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               New York, New York 10111
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     BY:
               JACQUELINE M. LESSER, ESQ.
16
17
     ALSO PRESENT:
18
19
         ANNABELLE GAZZO ZABETIAN
         Media Vision
20
21
22
23
24
25
      esqu
```

EWANDRO MAGALHAES

1	Magalhaes
2	EWANDRO MAGALHAES, called as
3	a witness, having been duly sworn
4	by a Notary Public, was examined and
5	testified as follows:
6	EXAMINATION BY
7	MR. ASHUROV:
8	Q Good morning, Mr. Magalhaes.
9	A Magalhaes.
10	Q Magalhaes?
11	A Yes.
12	Q Am I pronouncing it correctly?
13	A It's hard to pronounce if you're
14	not from a Portuguese country.
15	Q I'll do my best. Magalhaes.
16	(Whereupon, Deposition Notice, was
17	marked as Defendant's Exhibit 11 for
18	identification, as of this date.)
19	BY MR. ASHUROV:
20	Q All right.
21	Mr. Magalhaes, I've asked the
22	court reporter to mark deposition Exhibit
23	Number 11, which is the Notice of Deposition
24	for today's deposition.
25	So, as you know, we're here in



1	Magalhaes
2	documents about that use case?
3	A What would qualify as a document?
4	Q A document would be either a piece
5	of paper or a digital file that discusses
6	that specific use case. At least that's how
7	I'm using it here.
8	A Some of these use cases are
9	spelled out on our website. If you go to
0	applications, you will see a number of use
1	cases that revolve around that. You will
2	see success stories that, to a certain
3	extent, revolve around that use.
4	Q Are there any use cases that are
5	not published on the website?
6	A We don't publish every use case on
7	the website.
8	Q Do you know who was Kudo, Inc.'s
9	first customer for the software?
0	A Yes.
1	Q Who was that?
2	
3	
4	
5	

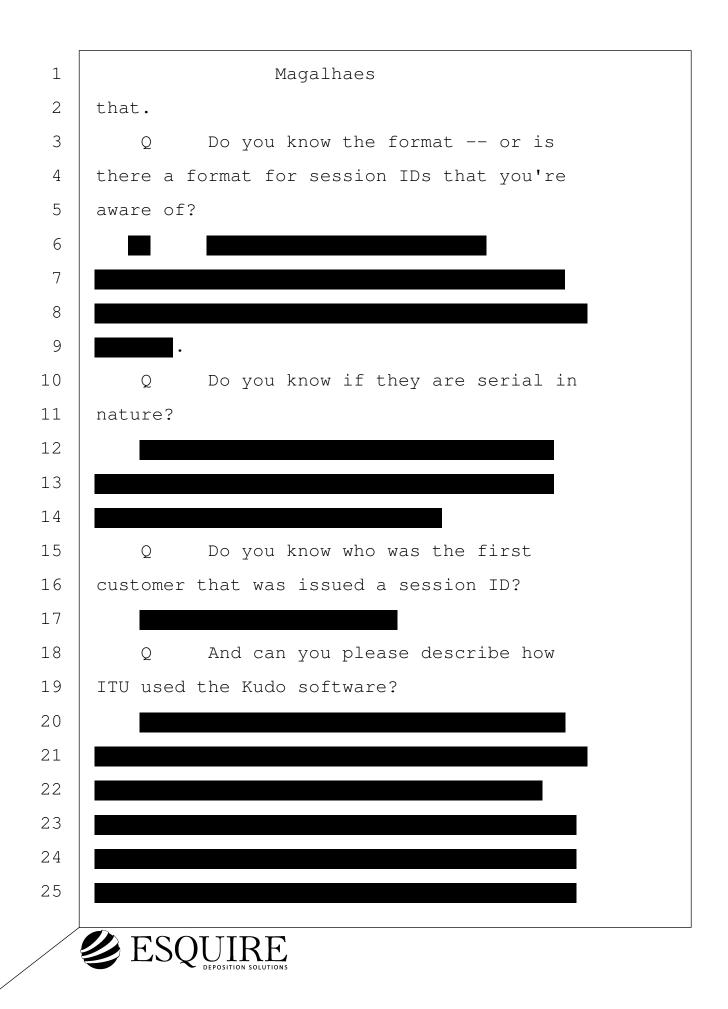
1	Magalhaes
2	
3	
4	Q And do you know when they first
5	became a customer of Kudo?
6	A 2017. It was a meeting in Brazil
7	for one of the original officers. So I'm
8	assuming around I was in Brazil so it
9	must have been vacation time, so I'm
10	assuming July, August, September. I would
11	have to go back and verify on the dates
12	exactly. But if memory serves, I think it
13	is most likely August. August, most likely.
14	Of 2017.
15	Q And do you know if ITU downloaded
16	copies of the application?
17	A There is no copy of the
18	application to download. We don't install
19	any plug-ins on your computer. It doesn't
20	require that. It is a web-based system.
21	You go to an address, you enter the address
22	and you log in, and you're good to go.
23	Q What about the mobile application?
24	A The mobile application, you
25	download on your phone as a free app to

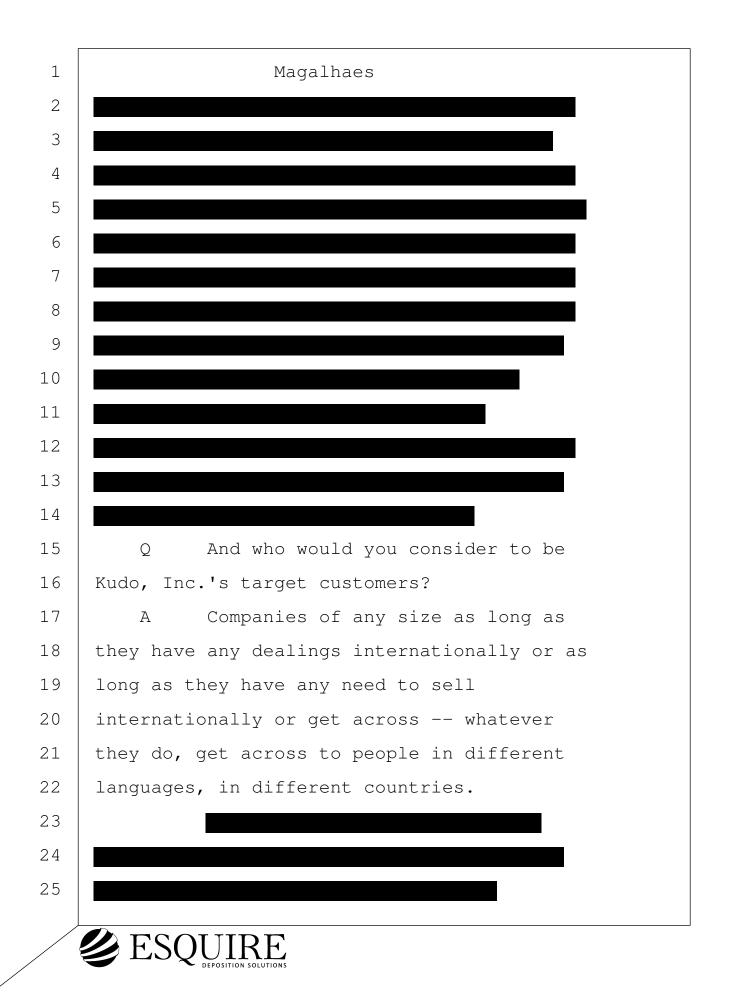
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EWANDRO MAGALHAES Kudos, Inc. vs Kudo, Inc.

1	Magalhaes
2	allow you to use the system. But you don't
3	allow you don't download any software
4	specifically. Without an invitation to be
5	at a meeting, the software on your cell
6	phone does nothing. You can't even do
7	anything with it. If you go to the
8	log-in page if you open the app, it is
9	going to ask you for a session ID. So I
10	wouldn't consider it a software that we
11	install in your computer for you to play
12	with.
13	Q I understand.
14	So the mobile application only
15	functions if there is a session ID that can
16	be used?
17	A Yes.
18	Q And do you know the first session
19	ID that was issued in connection with the
20	Kudo software?
21	A You mean the number?
22	Q Yes.
23	A Session ID per se?
24	Q Yes.
25	A No. I couldn't possibly remember







EWANDRO MAGALHAES

Kudos, Inc. vs Kudo, Inc.

Γ

1	
2	CERTIFICATE
3	STATE OF NEW YORK)
4	: SS
5	COUNTY OF NEW YORK)
6	
7	I, Adrienne M. Mignano, a
8	Registered Professional Reporter and Notary
9	Public within and for the State of New York,
10	do hereby certify:
11	That EWANDRO MAGALHAES, the
12	witness whose deposition is hereinbefore set
13	forth, was duly sworn by me and that such
14	deposition is a true record of the testimony
15	given by the witness.
16	I further certify that I am
17	not related to any of the parties to this
18	action by blood or marriage, and that I am
19	in no way interested in the outcome of this
20	matter.
21	IN WITNESS WHEREOF, I have
22	hereunto set my hand this 28th Day of
23	March, 2019. Adrienne M. Mignans
24	Francesse M. Mighans
25	ADRIENNE M. MIGNANO
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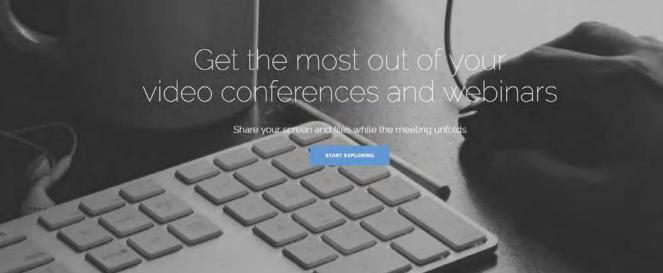
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OPPOSITION NO. 91240097







KUDD is a powerful cloud-based platform allowing people and businesses to collaborate and meet more effectively, across geographic and language barriens

KUDO streams real-time tanguage interpretation to your web meetings and live conferences, so everyone can speak in their mother tongue.

KUDO will keep participants engaged no matter where they are

KUDO offers two turnkey solutions:

KUDO for Web Conferencing

KUDO for Live Events



🗹 Connect with your global team

- I Host video conferences in multiple languages
- $\ensuremath{\boxdot}$ Join through your computer or smart device
- Make your webinars truly global
- ${\ensuremath{\boxtimes}} 2$ Save with monthly subscriptions that fit your budget





- HD video and crisp audio in the paim of your hand
- Participants can join locally or from half a world away
- Interpreters work on-site or out of KUDO-certified Studios
- Pay as you go, with no contract and no commitment
- Save on conference hardware and installations

Download the **KUDO** App. It's FREE!



Key Features









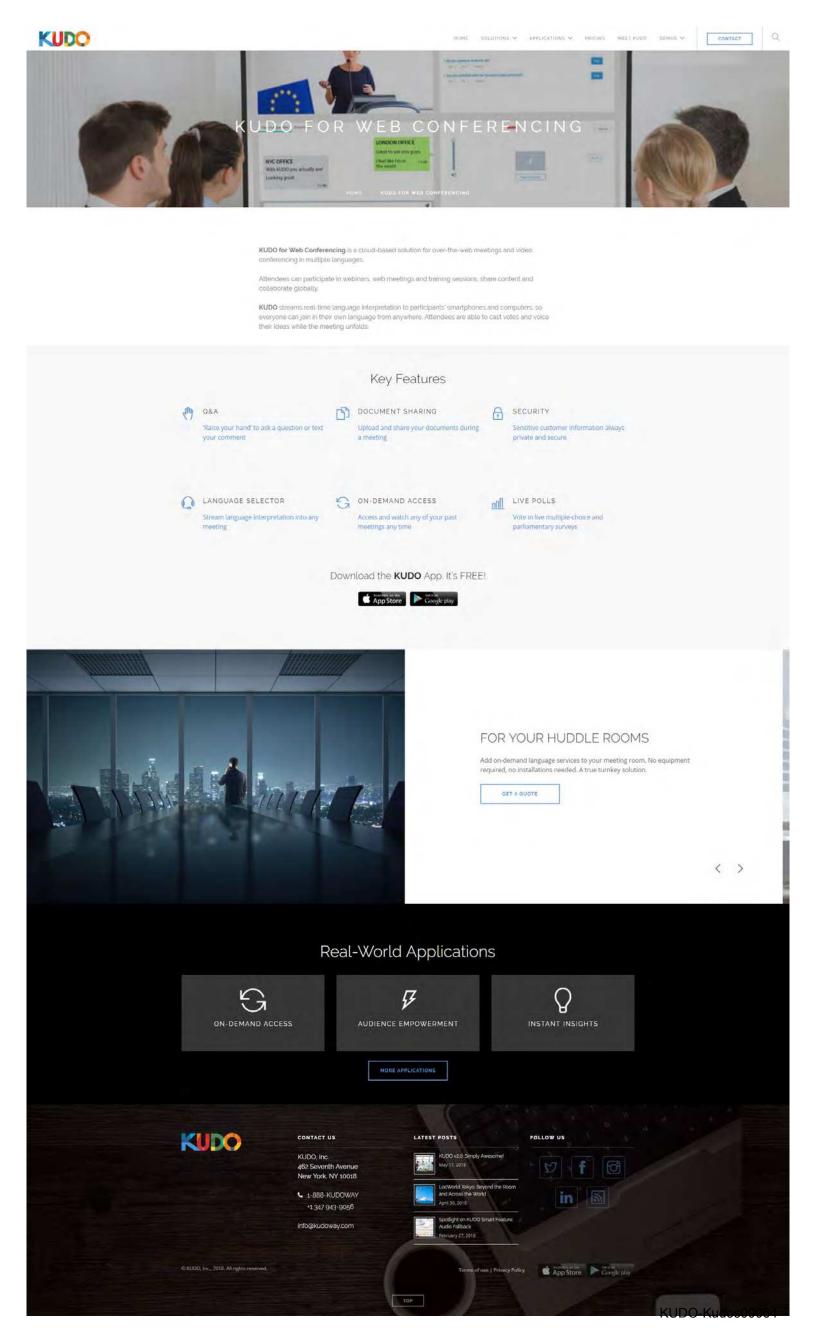
tream real-time language interpretation into your meetings, in any language

SEE ALL FEATURES



MORE APPLICATIONS





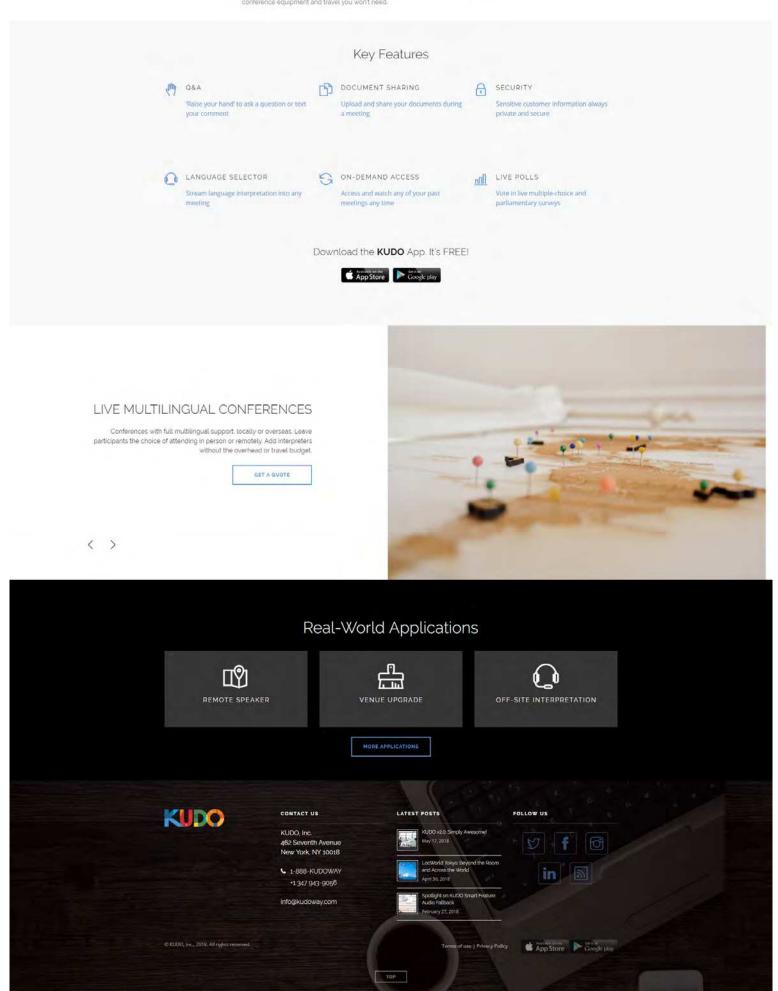
KUDO



KUDO for Live Events is a cloud-based platform for meeting organizers to stream multiple langu and premium audience response features into any five conference.

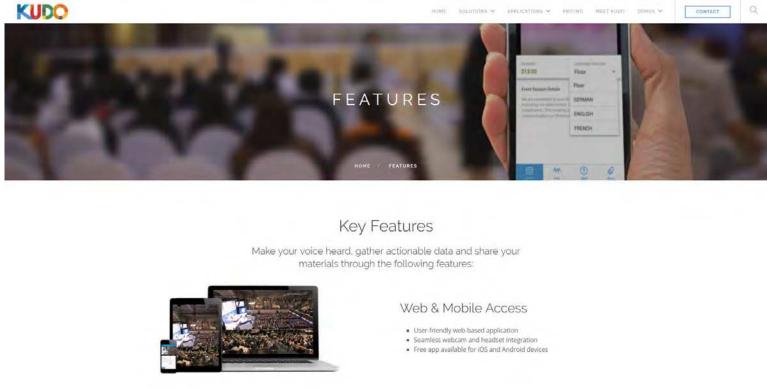
Attendees use their own smart devices or laptop computers to participate in the language of their choosing. They can be in the room or half a world away.

KUDO for Live Events is a feature-rich solution implemented remotely, saving you money on conference equipment and travel you won't need.



KUDO-Kudos00065







Language Selector

- Drop-down selection of pre-set languages
 Automatic floor language feed-through
 Up to 32 languages per meeting
 Language channel labels visible at all times
 Smooth and quiet channel switch
 Accomimodates any language
 Vertical slider volume control





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Live HD Video

- Full synchronization
 WebRTC-enabled
 Ideal resolution of 1080p75
 Intelligent audio failback
 On-off full screen expansion

Q&A

- Push-to- talk mic button on desktop or mobile device
 Participants use their own devices to ask questions
 Users can text or ask question live
 Moderator-managed queue
 Color-code status indicator

Live Polls

- Fully user-configurable
 Multiple-choice or parliamentary vote formats
 Comprehensive Audience Response System
 Pie chart, bar chart or numeric results display
 One-button vote confirmation
 Multiple report formats
 Easy in-session setup

Document Sharing

- Supports PDF and all MS Office file formats
 In-session document upload and distribution
 Supports text, presentation and image files
 Exclusive document sharing feature for interpreters
 One-dick file download or view option



Security

- Encrypted media and signaling
 Customer data always private and secure
 User data anonymized for total privacy
 Sensitive user information remains secure
 WebRTC-compatible
 128-bit peer-to-peer encryption on audio and video
 HTTPS support, Secure RTP and HTTP authentication
 Safe Harbor certified

LEARN MORE

Additional Features













User Management

- Easy-to- use admin dashboard
 Comprehensive user profile
 Extended description of events and meetings
 Ability to upload custom event logo or banners
 CSV import option for large batches of participants
 Wide range of customizable options

On-Demand Access

- All meetings recorded in every language
 Archives available for on-demand
 Instant access to past events on the app or the web
 Access to documents from past sessions

Quality Control

- Speaker list managed by operators.
 Constant audio channel monitoring
 Audio-Only Fallback for limited bandwidth environments
 Audio Fallback option available on Multi-Point web meetings
 Audio Fallback automatically triggered to preserve call integrity

In-Session Chat Messaging

- Time-stamped messages with automatic scroll-down
 Pre-defined canned messages for time-saving
 Private chat capability with select team members
 Dedicated chat line for team leaders
 Dedicated chat line with operators
 Quiet LED prompt indicates incoming message
 Team leaders enjoy dedicated chat boxes

Reports & Meeting Summary

- Bull-in meeting summary data
 List of attendees
 Session duration
 Vote results

- Detailed usage log broken down by language
- Multiple reporting options

Simultaneous Interpretation

- Full language relay capabilities
 Accommodates on-site or off-site interpreters
 Configurable team leader designation
 Professional console layout match-up
 One soft console per interpreter
 Une VU meters for incoming and outgoing audio
 incoming and outgoing 3 channel language selector
 Busy button to indicate channel override
 Allows remote channel take-over
 Interpreter-only document sharing
 Automatic floor language feed-through
 One-click on-olf video screen expansion



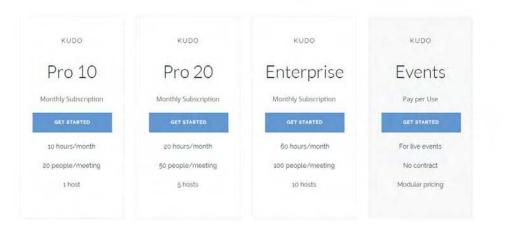




CONTACT

PRICING

ether you host multilingual cloud-based meetings weekly or organize events a few times a year. KUDO has the right pricing for you:

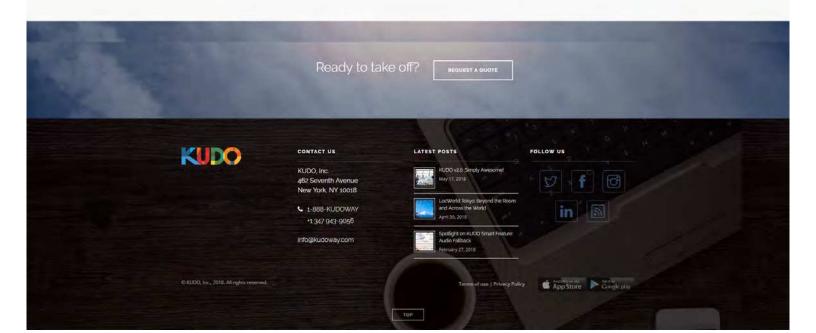


All KUDO plans include the following features:



Download the KUDO App. It's FREE!







MEET KUDO

KUDO was born from Fardad Zabetian's dream to make high-quality language and conference services affordable and accessible through technology anywhere, any time. KUDO is out to expand the market by adding language and convenience to industries and markets not yet multilingual.

KUDO is out to expand, rather than

KUDO is out to expand, rather than shrink, the existing conference space, through added convenience to how we meet and interact. KUDO fosters more meaningful contacts among trade partners, investors or ordinary people like you and me. Reaching out to people and industries so far discouraged by distance or cost is how KUDO hopes to make the used of disease. Fores and more industries

world greener, fairer and more inclusive

THE VISION

At KUDO, we believe technology and At KUDO, we believe technology and language foster creativity and bring. people together. We see enormous potential for growing the multilingual collaboration space on and off-line, and we work hard to make it happen. KUDO envisions a world where people can move beyond any geographic, cultural and language barriers, to promote true understandmen and presents. understanding and prosperity.

THE MISSION

() THE NAME

Kudo is the Albanian word for anywhere Kudo is the Aubarian Work for anywhere or everywhere, and in the 1940s, it was introduced in the English language. KUDO aptly conveys our commitment to helping people spread their passion everywhere, in any language.

Senior Team



FARDAD ZABETIAN Founder and CEO

A visionary entrepreneur. Fardad has founded and placed another two companies among the fastest growing business in America. He has also expanded to key markets over Europe and Asia. Fardad is no stranger to big challenges. In 2012, he was part of the design and roll-out a complete makeover of the United Nation's meeting facilities, including the general assembly hall in New York. He has also played a key supporting role as a high-end equipment provider to various iterations of the IMF/ World Bank Annual Meetings and several European institutions. With KUDO, Fardad now takes the meeting experience beyond the room to connect business and people in true bordertess fashion, without language or geographic constraints.

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EWANDRO MAGALHAES

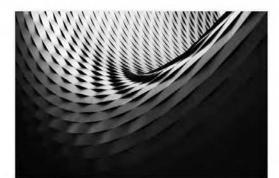
Ewandro brings to KUDO 20+ years of unparalleled experience as a world Evandro brings to KUDD 20+ years of unparalleled experience as a world class linguist and language services executive. As a former Chief interpreter in the United Nations system he stafffed, mentored and led top-shelf professionals in large conferences throughout the world. A prolife writer, trainer and speaker with a strong social media following, he has become a trend-setter among his peers. He is also the go-to person for technology solutions in language services. Evandro has a Master's Degree in Conference Interpretation from the Middlebury Institute of International Studies at Monterey (MIS). He has lived and worked on three continents and speaks four languages in addition to his native Portuguese. Portuquese

in \$7 f

PARHAM AKHAVAN of Product Manage

Parham brings over 17 years of product design and software engineering to KUDO. In that time, Parham has led many starrups, including his own. He has successfully delivered scalable service oriented architecture for enterprise and consumer platforms. Parham has a wealth of experience building consumer healthcare and content delivery web and mobile applications for high profile clients. His expertise lies in aligning business needs to product in order to artfully deliver challenging technical projects. Parham has lived in 5 countries and speaks 3 languages. He is an avid runner and mindfulness evangelist.





WE'RE INDUSTRY **INSIDERS**

KUDO relies on a 40-year combine KUDO relies on a do-year combined legacy of conferencing and language services. We know the business inside out and will not push square pegs through round holes. Our solutions address issues we've all faced.

CONTACT US

KUDO-Kudos00070



WE'RE FLEXIBLE

KUDO's cloud-based platform is strong yet malleable enough to accommodate the specifics of your business. We will work with you and help you connect in meaningful ways. Take a minute to review some real-life scenarios we can address.

APPLICATIONS



WE RUN WITH YOU

KUDO is a team effort. Are you an event planner, rental or staging company? Are you a LSP or conference interpreter? Run a conference center? Come run with us.

BECOME A PARTNER



WE LET YOU DRIVE

Think of KUDO as a vehicle to help you bypass the traffic jams and toll roads on the way to your destination. It is a fast ride, and you are the one making every decision along the way. Download the app and come in for a test drive!

SCHEDULE A DEMO

Download the **KUDO** App. It's FREE!





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KUDO'S INTRODUCTION AND REQUIREMENTS

What follows is a brief overview of the functionality and requirements for using the KUDO platform in a multilingual conference setting.

Introducing KUDO

KUDO is a cloud-based platform for online collaboration and conferences, with full multilingual support. It may be used to replace or supplement a traditional interpretation system where speakers and attendees communicate through traditional conferencing hardware (transmitters and receivers) with the help of interpreters present in the room.

KUDO introduces a new delivery platform through which the interpretation can be done rendered, from an adjacent room or a venue miles away. Pending availability of local interpreters, the platform can also be used with interpreters sitting in the same conference room as the attendees.

In like manner, the attendees and the speakers, can participate remotely or be physically present in the room. KUDO will seamlessly stream the conference audio and video signals through the cloud, at high-quality, to participants' very smart devices and personal computers. Interpreters, in turn, will operate from specially-fitted KUDO studios to provide real-time, multilingual support in as many as 32 languages concomitantly.

A feature-rich platform. KUDO also allows organizers to run instant polling and surveys at the touch of a button, while the meeting unfolds. Participants can also engage in debate and Q&A, with full language interpretation.

MINIMUM REQUIREMENTS

For a stable and reliable experience, the following minimum requirements need to be met at the venue and/or remotely:

Hardware in the Meeting Room

- A high-performing desktop or notebook computer with cabled Internet connectivity of at least 10 Mbps for the speaker, podium or head table, per room. Such computer should have the latest version of the Google Chrome installed.
- High-speed wi-fi Internet connectivity (ideally 50Mbps or more. At a minimum, the upload and download speeds should be of 10 Mbps and 2 Mbps, respectively).

Audio Visual Sources

- A good-resolution web cam with USB connectivity to capture the speaker.
- A high-performing USB headset or microphone for the speaker
- For larger venues, with additional mics in the room, a line out from the PA may be used as an audio feed in USB format. In that case, the AV staff in the room should be able to produce a balanced line feed from the PA on a 3.5mm audio cable.
- A professional grade mic mixer or sound interface, for proper microphone control in the room and a noise-free line feed into KUDO. The mixer should be fitted with mute buttons for each of the microphones or audio input channels.
- Proper connections and adapters for a/v sources for providing USB connectivity, one for room audio and one for room video

KUDO, Inc. 462 7th Avenue, 9th Floor New York, NY 10018 www.kudoway.com 1.888.KUDO.WAY



WiFi Technology and Coverage

WiFi technology is single-handedly the determining factor affecting the quality of your KUDO experience.

- Venues must ensure the use of 5 GHz wi-fi.
- KUDO will continue to work on 2.4 GHZ, but audio may be choppy on occasion.
- That said, some Android devices are still using only 2.4 GHz. It is therefore important to ensure 2.4GHz connectivity as well, but **please use two separate SSID for 2.4GHz and 5.0 GHz.**

WiFi Coverage

- Try using only one Wi-Fi router. Adding another router will create potential channel interference.
- For additional Access Points (AP), proper channel selection is key to make sure the network is optimized.
- To cover large areas you please employ multi-access point with mesh technology, not range extenders.

For Delegates

- One smart device or notebook computer per attendee (bring your own device)
- One headset (with mic) per attendee (normal iPhone or Android headsets)
- Delegates' computers should have the latest version of Google Chrome installed
- Access password and instructions will be sent to delegates and participants.
- The newest version of the free KUDO App (iOS or Android) downloaded on each participant's smartphone.



Power Considerations

- Please ensure conference attendees have their phone chargers with them.
- Please make sure to provide power outlets and power extensions at every row of seats
- Please provide phone charging stations in and around the conference rooms.
- Please have power plug adaptors available in sufficient number if you expect foreign attendees.
- Keeping a few spare battery packs available is advisable.

Interpretation

Interpreters can be sourced directly by KUDO or referred by the client. KUDO will provide the necessary training on the use of the platform and will be sure interpreters work under KUDO certified conditions.

Labor

KUDO will have a remote operator on stand-by for the duration of the event. KUDO will also provide training to additional local support staff to assist attendees with downloading, using and troubleshooting the app.

A more comprehensive list of requirements and specifications is available, upon request. Last updated in May, 2018.

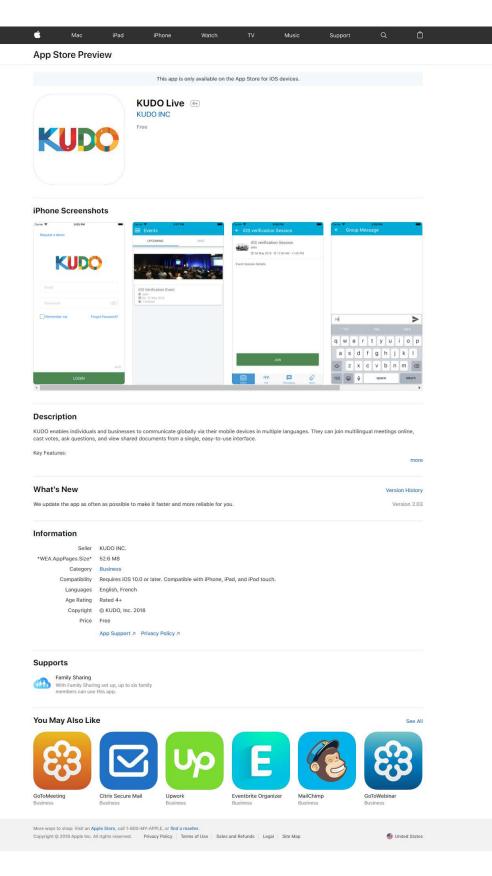
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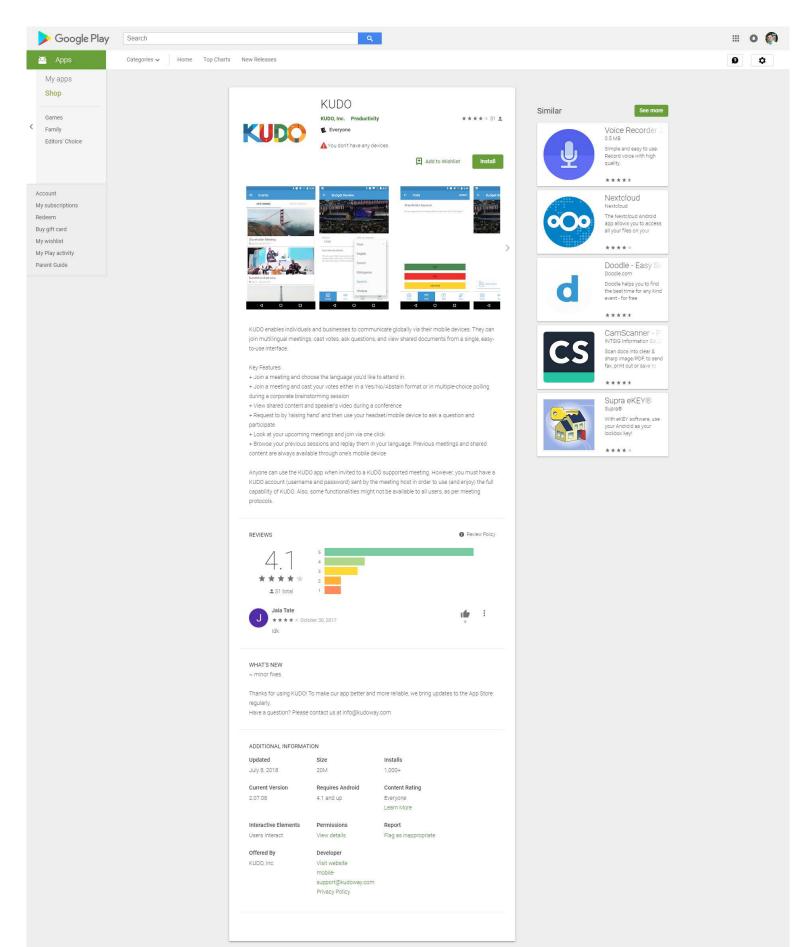
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KUDO Brings the World to Your Laptop and Mobile Phone in Many Languages

2nd version of KUDO simultaneous translation includes English, Spanish, French and Portuguese; allows users to share presentations with real-time results.

□ May 22, 2018 □ D. Craig MacCormack □ Leave a Comment



With more business canvassing the world today than ever before, you're sure to find yourself in a position where there's a language barrier preventing you from closing the deal as quickly as you'd hoped. The second generation of KUDO simultaneous translation hopes to prevent that complication.

KUDO's all-new cloud-based platform for live meetings and web conferences with built-in simultaneous interpretation represents "a revolution in technology for multi-lingual communication," says Fardad Zabetian, CEO of Media Vision, who's part of the team behind KUDO.

"I'm passionate about enabling people to communicate with each other in different languages," says Zabetian, who will be at InfoComm 2018 with Media Vision [*booth C1146* at InfoComm 2018].

KUDO Brings the World to Your Laptop and Mobile Phone in Many Languages - Commercial Integrator

"KUDO was born to address very specific needs. There's a huge value for people to meet in person but we realize how many meetings today are in the cloud and using video collaboration."

Although global business is commonplace today, more than two-thirds of people in the U.S. meet only by videoconference, says Zabetian.

"There's a missing layer of language in the other platforms and we're assuming people we're talking to understand what we're saying," he says.

"Even the largest organization is facing problems with communication," says Annabelle Gazzo, marketing director at Media Vision.

"Clients have very high standards. KUDO isn't trying to replace any existing technology; it's more to supplement what's out there now. There's a synergy with existing technology."

KUDO Simultaneous Translation Brings the World Together

The release of KUDO means "there are no more geographic barriers to communication," says Katharine Allen of Interpret America.

Meetings of representatives of the United Nations "are already moving in this direction" of simultaneous translation, says Evandro Magalhaes, VP of communication for KUDO.



Related: Global Presence Alliance Expects Next Decade to Accelerate the Pro AV Industry at Warp Speed The new version of KUDO features real-time translations into English, French, Portuguese and Spanish, with other capabilities coming soon.

In addition to users having the ability to join meetings from their computers or smartphones with HD audio/video, KUDO allows attendees to share their screens, send messages to the group, launch polls and share documents they're discussing.

There's a live video and presentation tab within the software portal and among the new features are the ability to archive meetings and

create Q&As. KUDO 2.0 is available either by subscription or on-demand.

Version 1 launched last September and was used at many large events, says Zabetian. The second version, he

KUDO Brings the World to Your Laptop and Mobile Phone in Many Languages - Commercial Integrator

says, "adds new features based on market demands. It allows multiple speakers to connect globally without concern for misunderstanding or misinterpreted what the other person or people are saying, says Zabetian.

KUDO's interpreters work in specially built studios and work with their fellow interpreters to ensure a level of quality control that might not otherwise be available if the interpreters worked in their homes or used technology that made their translations tough to understand or hear.

Each KUDO translator goes through an online training course before working for the company.

"It's a tool for businesses to be able to communicate and get into new opportunities," says Zabetian.

KUDO has capacity for up to 3,000 attendees per language and is hoping to soon have plug-ins for YouTube, Facebook Live and other platforms where the number of attendees is limitless.

Win a Samsung Gear VR headset and controller. Enter Commercial Integrator's Virtual Reality Sweepstakes today!

About the Author



D. CRAIG MACCORMACK, Editor-at-Large

Contact:

Craig MacCormack is a veteran journalist with more than 20 years of experience covering local and national news and sports as well as architecture

and engineering before moving into his current role. He joined Commercial Integrator in January 2011.

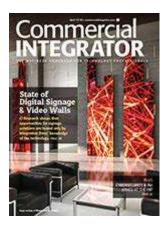
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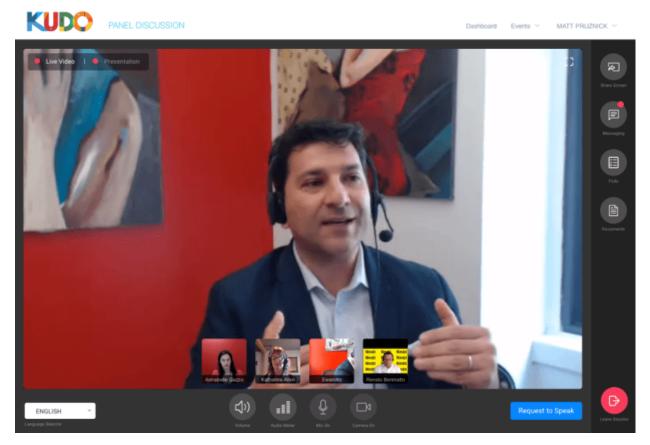
KUDO Looks to Help Enterprises Break Down Language Barriers

Matt Pruznick · May 9, 2018

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Global communication is taking another leap forward with the launch of KUDO 2.0—a multilingual simultaneous interpretation platform for online meetings. Designed to complement enterprises' existing videoconferencing hardware and systems, KUDO bridges language gaps and enables businesses to reach partners and clients across the world in their native tongue.

In a panel discussion on May 8 held using the new platform, company executives, interpreters, and adopters of the solution discussed its benefits while simultaneously demonstrating its capabilities, alternating between speaking English, French, Spanish, and Portuguese. For attendees, the output language remained consistent throughout—in a choice of any of the speakers' languages, plus Japanese and Italian—provided smoothly by a network of six KUDO interpreters.



KUDO founder and CEO Fardad Zabetian speaks during the May 8 panel discussion.

"KUDO is born to address very specific needs," said Fardad Zabetian, the company's founder and CEO. "There's still a huge value for people to meet in person, and network and handshake. But we also recognize how many meetings are going into the cloud, how many of the conversations are based in video collaboration.

"There are so many videoconferencing tools—Cisco WebEx, GoToMeeting but there's the missing layer of language for all of those platforms. And we at KUDO believe that language is the main ingredient of communication. As someone once said, 'When you speak a foreign language, you speak what you can; when you speak your own language, you say what you want and what you mean.'"

Moderated by Renato Beninatto, CEO of market research firm Nimdzi Insights, the panel included prominent interpreters—Katherine Allen, copresident of InterpretAmerica, and Ewandro Magalhaes, former chief interpreter for the United Nations and current VP of communications for KUDO. It also featured an early adopter of the platform, Annabelle Gazzo, who is director of marketing at Media Vision.

According to Gazzo, KUDO is a complementary tool that can add value to existing communications infrastructure, for example, for large events, for which the first iteration of the platform was designed. "This product isn't aiming to replace hardware that's onsite in convention centers; it's presenting as a supplement, and to extend interpretation to smaller, secondary meetings that might not have had interpretation."

With version 2.0, the company's focus has expanded to corporate clients. The service is sold two ways, according to Magalhaes: subscription based—for companies that regularly communicate across languages, with a monthly, fixed hourly rate—and on demand—suited for meeting planners with a daily, per-user rate.

And, the platform is made to be as accessible as possible. According to

Zabetian, it works with off-the-shelf hardware and doesn't require any downloads—users simply join through their computer or Android or iOS device.

Other features of KUDO 2.0 demonstrated during the presentation include its new polling feature. Organizers asked attendees select in which global region they were located; after voting closed, attendees could then view the results and even arrange the data in different graphical charts. Another feature is a simple toggle that switches between video of the current speaker and slideshow content being presented.

"We are in the business to grow the size of the multilingual meeting space as a whole," Zabetian said. "We are basically creating a subcategory, a new market that is bridging traditional language interpretation and web conferencing. This is not a replacement for what's been working for most of the established interpretation market; we are bringing a tool for businesses to be able to communicate and get into new opportunities at very minimal cost and investment."



TAGS · COLLABORATION · CONFERENCING





Ву Маш Ргизпіск

Matt Pruznick is the content director of *AV Technology*. He has two degrees from Columbia University: an M.S. from Columbia Journalism School and a B.A. from Columbia College.

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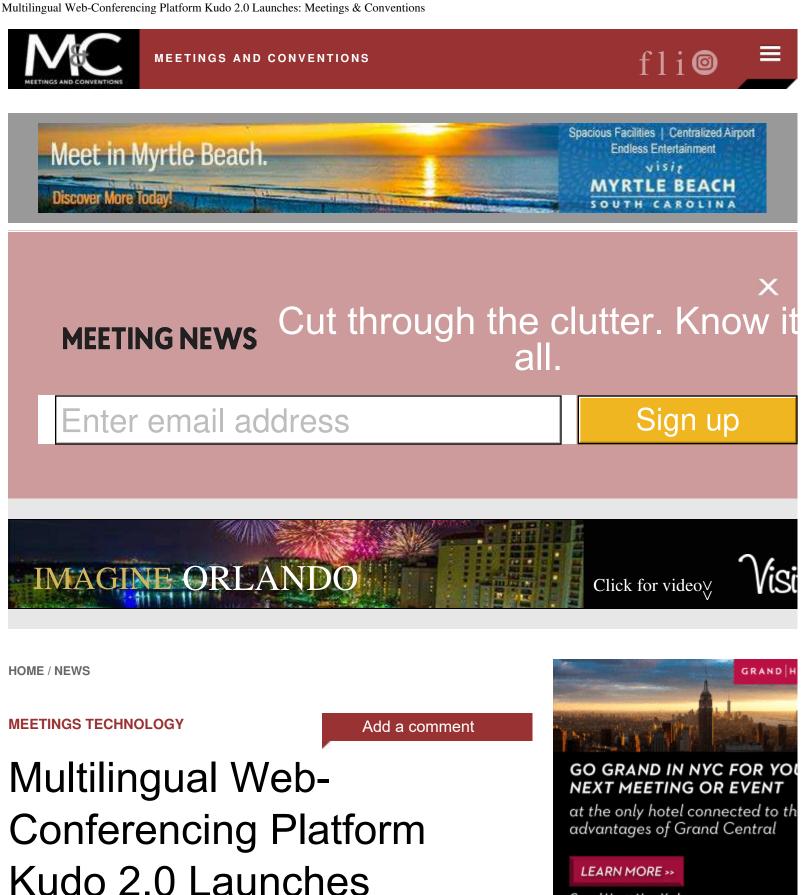
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Kudo, a multilingual webconferencing platform with human-powered simultaneous translation, released volume 2 of its cloud-based solution today. While Kudo's original solution, which launched last September, primarily was focused on

multilingual streaming of presentations from large conferences, this latest version responds to the needs of the multinational corporate market. The Kudo team enhanced the collaborative functionality of the platform, which now supports meetings of any size with multiple locations around the globe, in multiple languages.

In Kudo 2.0, meeting presenters have their own video feeds and can share screens and documents using the Chrome browser on a desktop computer or via their smartphones with apps for iOS or Android. And each presenter can speak in his or her native tongue, with simultaneous translation services easily selectable by any participant or audience member via a drop-down menu.

The many other web-conferencing solutions on the market are "missing the layer of language," noted Fardad Zabetian, founder and CEO of Kudo, in a launch event today that was hosted on Kudo's latest platform. "When you're speaking another language, you say what you can," added Zabetian. "When you speak your own language, you say what you really mean."

The launch event featured presentations in English, French, Spanish and Portuguese, with simultaneous translation available in all of those languages, as well as in Italian and Japanese.

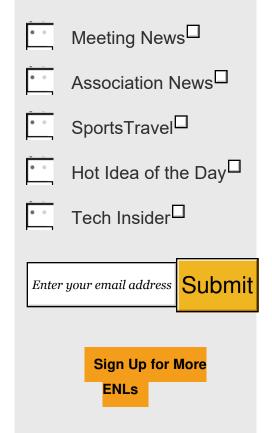
Meeting participants can toggle between viewing a live video feed of the presenters and a presentation screen on which the speaker appears in a small box alongside the presentation deck. Live messaging and polling also are available; polling results are available instantly and can be



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Multilingual Web-Conferencing Platform Kudo 2.0 Launches: Meetings & Conventions

viewed as a list, a pie chart or a bar graph.

"The opportunity that Kudo 2.0 brings to businesses is tremendous," said Zabetian. "Companies can not only save time, but also reach a truly global audience with the help of professional interpreters for a fraction of the cost." Kudo offers three levels of monthly subscription services, based on the number of hours required per month, the size of the meeting and the number of hosts; there is also a pay-per-event model.

Kudo's pedigree is solid when it comes to global, multilingual meetings: Zabetian played a significant role in the 2012 redesign and makeover of the United Nations' meeting facilities, and he has worked with the International Monetary Fund/ World Bank annual meetings. Kudo vice president of communications Ewandro Magalhaes is an experienced linguist and language-services executive, and former chief interpreter in the UN.

The team brings a seasoned, communication-focused approach to online meetings, as exemplified in the platform's tech infrastructure. For example, Kudo 2.0 prioritizes clear audio; should bandwidth be reduced for any reason during a meeting, the video quality automatically decreases to compensate, so the audio stream doesn't drop out.

Kudo can accommodate any language, with up to 32 languages available per meeting.

Get industry analysis, research, best practices, ideas, and inspiration for business meeting and event planning professionals, every month, in print or digital format.



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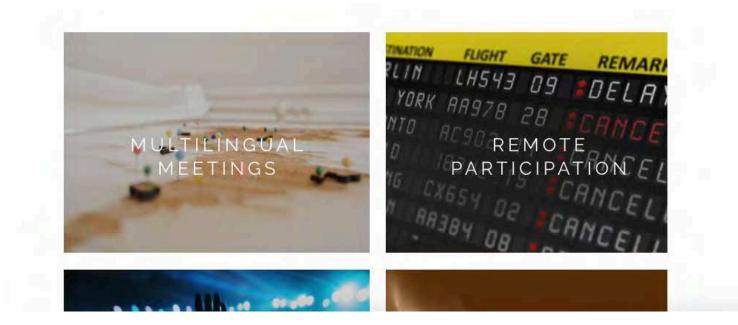
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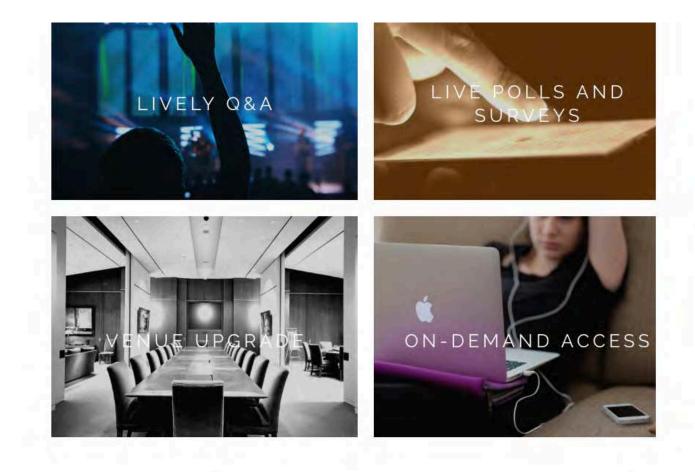
HOME SOLUTIONS V APPLICATIONS V PRICING MEET KUDO EVENTS V CONTACT





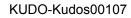
Explore a few real-life scenarios to find out how KUDO can help





Download the **KUDO** App. It's FREE!

Available on the App Store Coogle play





THE CHALLENGE

Your company is expanding fast, financially as well as geographically. Business is growing diverse. As you tap into China, English starts to lose its usefulness as a lingua franca. You realize your Mandarin is not up to scratch either.

Your meetings with investors and partners are taking longer than they should, with more time wasted in sluggish follow-up emails across time zones. The lack of a common language could soon translate into lost opportunities. You need to overcome the language barrier.

V

THE OLD FIX

You could put your business associates through intensive language training. But there is little chance they will be conversant in Mandarin by next week.

You decide to hire a few on-site consecutive interpreters. The quality of communication increases substantially, but so does the actual meeting time, along with your travel budget.

It would be nice to have interpretation done simultaneously, but your boardroom doesn't accommodate an interpreters' booth



THE KUDO WAY

KUDO offers an innovative and reliable solution that is as easy as 1, 2, 3.

1. Book Your Event and specify your needs online.

2. Select the interpreters or engage your own.

3. Download the KUDO app and connect through your own device.

You're all set! Everyone can now engage freety, with crisp audio, video and language interpretation streamed right to the palm of their hands. Attendees can ask questions, cast votes and save the meeting for later viewing.

You've just globalized your meetings for a fraction of the cost. No travel expenses incurred. No installations required. KUDO

REMOTE PARTICIPATION

HOME / PORTFOLIO / REMOTE PARTICIPATION

THE CHALLENGE

It is your job to ensure the smooth running of your World Summit next week in Guadalajara. Nobel laureate Dr. Wang will be delivering the keynote to share details of her groundbreaking research. The talk is sure to attract a huge crowd and much media attention.

With three days to go, you receive some sobering news: Dr. Wang is bedridden following an accident and cannot travel.



THE OLD FIX

Here are three things you may want to try:

You could cancel the event and send the 1,500 registered attendees

You could cancel the event and send the 1,500 registered attendees a rain check.

You can show a pre-recorded video of Prof. Wang's keynote on the big screen.

And you can always find a last-minute substitute who is NOT a Nobel laureate and NOT Dr. Wang.

Seriously?!



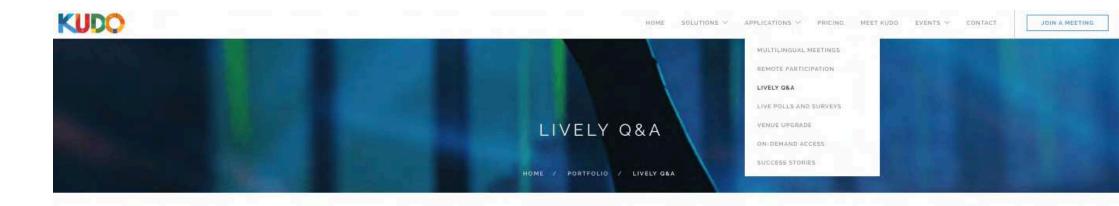
THE KUDO WAY

With KUDO's Remote Participation feature Dr. Wang can present live, from the comfort of her room in Beijing. KUDO will stream her image, her voice and her slides in real-time, straight to people's smartphones in the audience, anywhere in the world.

She will be able to engage in a dynamic debate, answering and asking questions as if she were in the room. Attendees, too, can engage fully through voice or chat using KUDO's free app. They could even cast votes livel

And like Dr. Wang, they can be in the room or half a world away. Your audience has just gone global!

GET STARTED.



THE CHALLENGE

You have a gift to inspire in a world that needs inspiring. You have built a solid reputation as a speaker or a leader. Your talks sell out fast and your audience keeps getting bigger.

Yet, the more people in attendance, the less you get them to interact. You are eager to answer their questions and hear their feedback, but the traditional format makes it difficult for participants to share their stories.



You could have people ask guestions in writing for a moderator to sort through and read. This requires an army of ushers and slows your meeting considerably. And participants still have to hope that their questions will be drawn from the pool. Not fair

A hand-held microphone would add more spontaneity, but in the time it takes for the mics to circulate you could have answered another three questions. Again, awkward and time-consuming. Why can't you give everyone a voice?



THE KUDO WAY

With KUDO you can!

When you book an event, your guests are automatically invited to bring their own smartphones to the meeting.

Attendees can follow the talk through their own headsets. No need for PA or IR receivers: Anyone can ask questions straight into their phones or type in a comment using a built-in live chat.

People in the audience can also answer questions at the push of a button. More: They can do all that even if they are not present in the room! Your meetings just became a lot more inclusive an engaging, giving you invaluable insights to grow your business and keep inspiring.

GET STARTED



THE CHALLENGE

You have assembled a large group of people to share news of a revolutionary product you have coming.

In the audience are potential clients, experts and influencers who can get people talking about your new release. They can also help you refine your solution and go-to-market strategy. They are ready to share their needs and ideas with you.

The question is how can you invite their participation and capitalize on their insights instantly?





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THE OLD FIX

You can always pose generic questions and ask for a show of hands. The problem is some people will be shy to raise their hand in public or may tend to follow the majority vote. Your results will be imprecise, at best.

You could also ask attendees to share their feedback or suggestions through a questionnaire. Only a few people will actually follow through. And by the time you collect their answers, your audience is gone. You lost the ability to ask follow-up questions and engage their *immediate* feedback.

You need a tailor-made, simple-to-use audience response system you can afford.



THE KUDO WAY

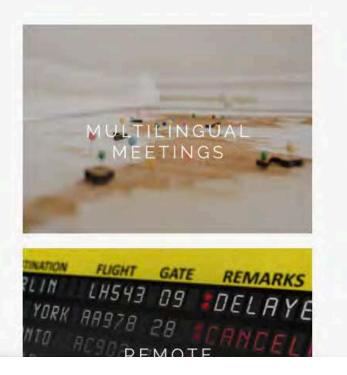
Introducing KUDO's powerful Audience Response System. True engagement is just one click away.

Attendees can now participate in polls and answer surveys through their own smart devices. Their answers are displayed immediately as powerful charts and stats or compiled into reports for later distribution.

KUDO gives you full flexibility in question format, from multiple choice surveys to parliamentary votes. You can choose to disclose or protect the identity of respondents, and you get to choose who sees the results of your inquiries and when. Get instant feedback on your sessions! Rate the impact of your message while the meeting unfolds. Engage with your audience, hear their stories and translate their insights into bankable data. Now!



Related Applications





THE CHALLENGE

You want to make sure your conference center is attractive to large multilingual events. Then again, fitting your rooms for simultaneous interpretation can get messy, with cables glued to the baseboard or crisscrossing the floor under miles of masking tape.

A fixed installation could spare the carpet, but building walk-in booths and AV rooms comes with a high price tag. You need an elegant solution that maximizes the use of your venue and keeps downtime to a minimum.



THE OLD FIX

You could rent and install some wireless interpretation equipment. You will have to sacrifice some premium seating space to accommodate portable booths - and they won't match the tasteful style of your venue.

You lose your ability to combine or split rooms as needed. If only you could do away with those booths!



THE KUDO WAY

Wish granted! KUDO allows you to hold meetings anywhere in your premises, without hardware or booths.

Simply book your event online and leave the rest to us. Interpreters will work remotely, from KUDO's own studios. Attendees can now enjoy crystal-clear auclio and video streamed right to their smartphones, in their preferred language!

And you are free to merge and split your rooms in any way you like. You can even share the space with a venue across the street for the ocean). With KUDO, distance is not an issue.

GET STARTED



THE CHALLENGE

Events are transient, by definition.

The weeks spent preparing them; the anticipation building up to the day; the excitement of being there — all that fades away fast once the curtain falls.

You keep the networking and the great experience. But the actual content and the impactful stories are all committed to memory. And our memory can be just as transient.

If only you could replay those memories from time to time!



THE OLD FIX

Well, some event organizers will keep an archive somewhere or save some presentations on a CD that you can order online. Not all is lost.

Yet, you still need to go through them, locate the presentation in question, pull out your credit card and place an order. At the end of the day, somebody else still gets to decide what you get to see or download.

You wish you could have instant access to all your past events, to replay them anytime you want, as many times you want.





THE KUDO WAY

With KUDO you can!

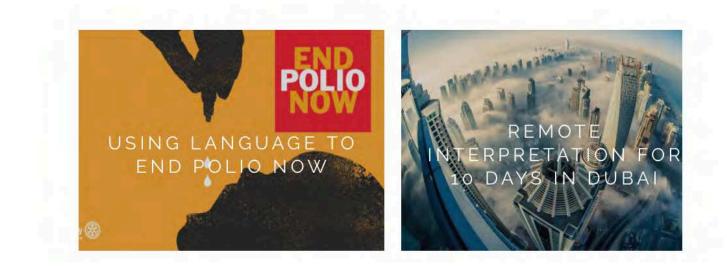
Every meeting you attend through KUDO can be automatically recorded and archived as part of your own private playlist. You can access and on-demand and play back any past event on your own smartphone or computer. You have full control.

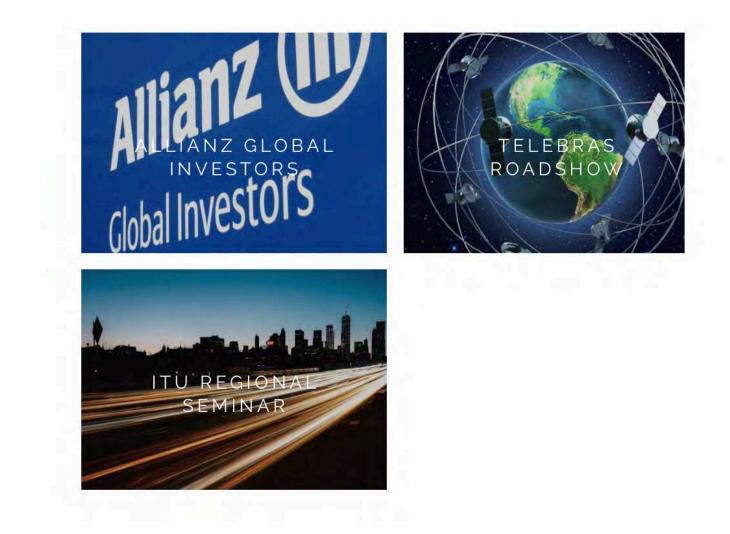
With KUDD, your events will become an evertasting experience that you can revisit, replay and share as you please. On your terms!

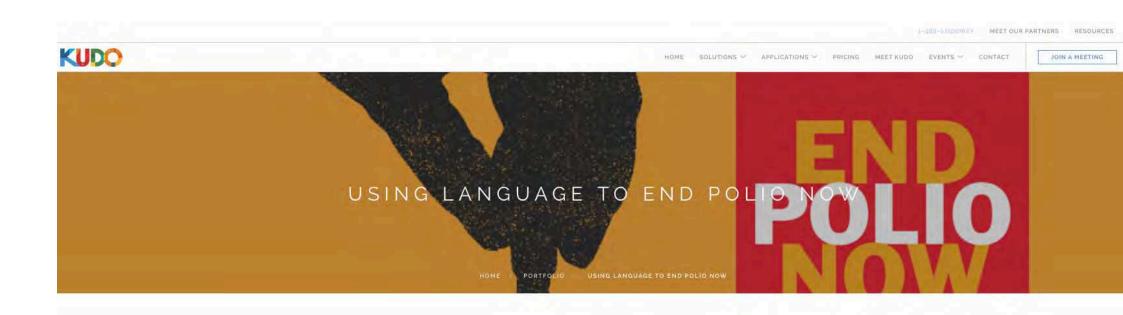
GET STARTED



Here are some success stories where KUDO added value in addressing real issues:



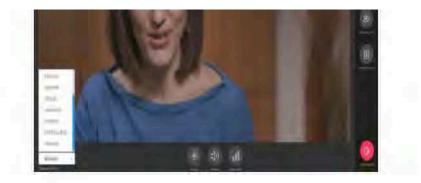




The World Polio Day 2018 was hosted by Rotary International as part of a campaign to wipe polio off the face of the earth. Global health experts and celebrities gathered in Philadelphia to take stock of collective efforts towards the eradication of this crippling disease.

To make sure the event would reach its full impact, the Organization wanted to live stream it worldwide and in as many as nine languages. To do so, they needed a cloud-based solution, with built-in language support.





The Challenge

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who work together across the globe with the aim of creating lasting change.

For the World Pollo Day, the Organization needed to go beyond geographic and language barriers, to reach upwards of 100,000 viewers worldwide. It also wanted to use its own interpreters to render the program in another eight languages. Only their interpreters would have to work out of Rotary's international headquarters, some 800 miles away.

The Outcome

With as little as a computer and ordinary connectivity, KUDO was able to capture all the action in the room and distribute it through the cloud in the form of HD audio and video. Spread through as many as 30 countries, viewers followed the program on their mobile phones or computers, in real-time and in a language of their choosing.

Rotary interpreters, trained online in the use of KUDO, translated every speech, including the narration of several videos, in English, Spanish, French, Italian, Portuguese, Japanese, Chinese, Korean and German. And they did so remotely, from their booths in Chicago, through KUDO.

Testimonials

was great to give our audience worldwide the same experience as that of on-site guests. The language component was wonderful, and we're very crited to use KUDO in more of our events.

Carolina Wagner, Workflow and Interpretation Senior Specialist

Similar Stories







CITEL, the Inter-American Telecommunication Commission, needed to hold daily, hour-long meetings during the ITU Plenipotentiary Conference taking place in Dubai, UAE, over a period of two weeks in October – November, 2018. The meetings required interpretation into English and Spanish, but flying interpreters across the world for just one hour of meetings a day made no business sense.

KUDO provided interpretation remotely from Washington, D.C. saving CITEL considerable travel money and much headache in logistics.





The **KUDO** Solution

ITU's Regional Office in Brasilia had tried KUDO during a multilingual event in 2017 and suggested the use of the platform. After successful tests during a preparatory meeting in Washington, DC, and with funding from NASA, KUDO was hired to provide remote simultaneous interpretation during 10 days of meetings.

Delegates gathered in Dubai had their audio and video feed uploaded to the cloud by one notebook computer in the room. And professional linguists interpreted every word of the meeting without ever leaving Washington, DC.

The Outcome

CITEL delegates had conference mics and tracking cameras available in the room to capture their audio and video. Through a free KUDO app downloaded on their smartphones, they were able to follow the meetings in a language of their choosing.

Interpreters worked out of a standard KUDO Studio in Washington DC, saving the Organization thousands of dollars in travel and logistics. Delegates enjoyed professional interpretation services rendered remotely for a fraction of the cost.

Testimonials

Great collaboration. Member states enjoyed the system and would like to use KUDO in some of our other meetings throughout the year.

Óscar Léon, CITEL

Similar Stories





KUDO

JOIN A MEETING



Project Highlights

 Event:
 Allianz GI Investor Advisor Brief

 Dates:
 18 May, 2018 - 12 noon, Tokyo time

 Venue:
 Tokyo Imperial Hotel

 Audience:
 Investor advisors, fund analysts and managers

 Languagest:English, Italian
 Lalian

Background

Allianz Global Investors is a diversified active investment manager with a strong parent company, 25 offices worldwide and a culture of risk management. With 23 offices in 18 countries, it provides global Investment and research capabilities with consultative local delivery.

Background

Allianz Global Investors is a diversified active investment manager with a strong parent company and a culture of risk management. With 23 offices in 18 countries, it provides global investment and research capabilities with consultative local delivery. It has \$436 billion in assets under management for individuals, families and institutions worldwide, and employs over 500 investment professionals. Allianz GI promotes regular international tours and meetings where investor analysts and fund managers from different part of the globe come together to share ideas and prospect new opportunities. One such meetings involved a group of Italian investor advisors' visit to their lapanese counterparts on May 18th, 2018.

The Challenge

Takyo is a bustling metropolis, teeming with diversity and culture. But Italian is not exactly a popular language in Japan. And while Allianz GI's consultants could engage their hosts in English, they knew the impact of their visit would be greatly enhanced if everyone were free to express themselves in their mother tongue.

Flying interpreters to Tokyo for such a short meeting, and on such short notice, was not viable. Using non-professional language help for such a technical meeting could result in senous misunderstandings and lost business.

To further complicate matters, part of the participants were sitting in Milan, Italy, several thousand miles away. Allianz GI needed a creative, high-tech way to inject professional language interpretation into that meeting. Fast.

The KUDO Way

As it turns out, two of Allianz GI's most trusted Italian interpreters are also KUDO certified. Having worked remotely through KUDO before, they were certain the platform could help them deliver their interpretation safely and professionally. And being in New York, they had easy access to KUDO's own Manhattan studio.

Under their guidance, a client representative in Tokyo logged into KUDO from her laptop in the room, activated her camera and adjusted her microphone settings, thereby creating a solid audio and video feed for participants in the room.

Working from that feed, half a world across, Maria Galetta and Lilia Pino Blouin, were able to fully interpret the contents of the meeting, allowing the participants in Tokyo — and elsewhere — to follow the meeting in a language of their choosing and not miss a beat.

The Outcome

No flying around. No moving boxes. Good, solid audio, video made available, in real-time, with language interpretation provided off-site by interpreters in New York city, several time zones away. All to the entire satisfaction of Allianz Gl.

KUDO saved the day for a last-minute emergency. Interpreters in New York, meeting in emergency. Interpreters in New York, meeting in Japan. Easy to set up to everyone's satisfaction. I was able to follow the meeting from Italy and see how easy it was to set it up on my smartphone. Great sound quality, too.

Francesca Emanuel Head of Global Brand Strategy



Those in the room could easily choose between Italian and Japanese as their preferred audio language, Participants were also free to visualize documents, chat and speak their mind freely, unencumbered by language restrictions, for a more productive meeting.

Allianz GI managed to have an international meeting in minutes, with professional language support, without unnecessary disbursements in logistics or travel.

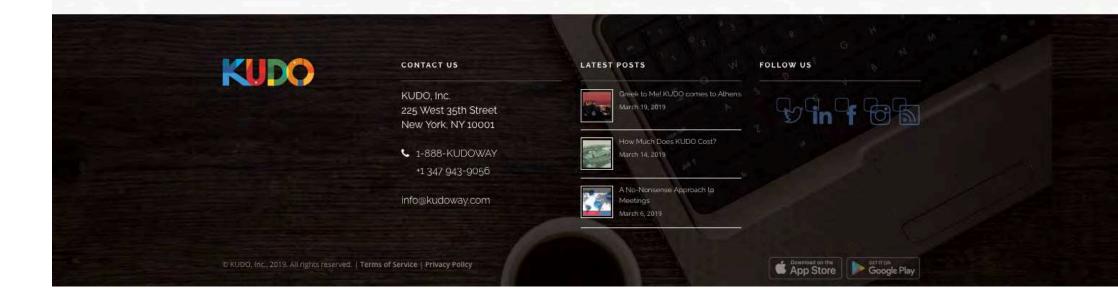
Similar Stories



Amazed at how easy it was to access content and presentations on my mobile device. Streaming with simultaneous interpretation was exciting, too.

THIAGO M. Anatel

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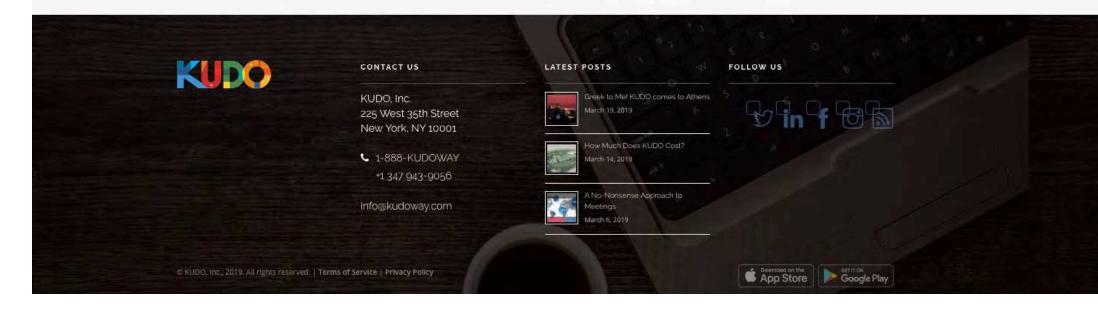


I liked how simple it was to Join and event and choose your preferred language. Video quality was very high, too.

WLADIMIR RAMOS

<

AV Technician on duty, Supernova ETS



>

I found the KUDO interpreter interface simple and intuitive. It was easy to learn and work with.

BARRY SLAUGHTER OLSEN Interpreter and Trainer, MIIS, AIIC

<



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TESTIMONIALS

Strikes me as a very innovative solution. I wish it were available for other events. Worked like a charm!

JASNE R. INDOTEL Dominican Republic

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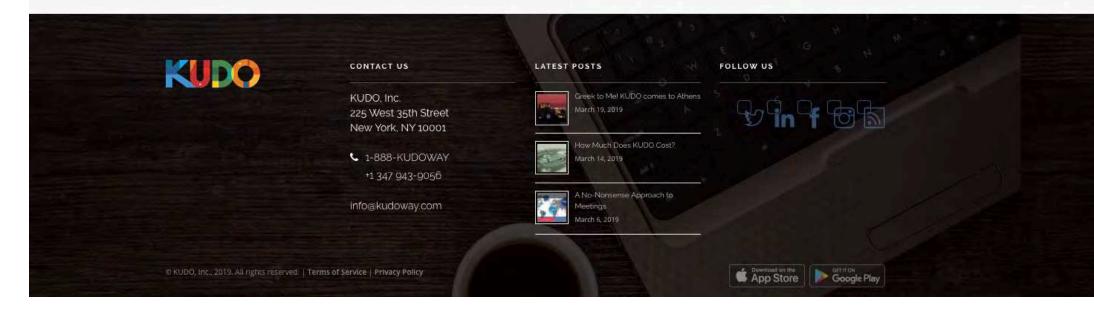


KUDO performed to everybody's satisfaction and greatly added to our Seminar's high-tech flavor.

BRUNO RAMOS

<

Regional Director for the Americas

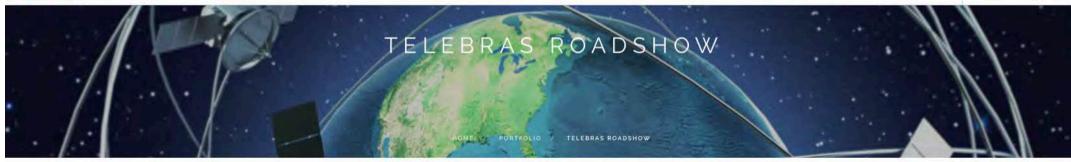


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KUDO

HOME SOLUTIONS V APPLICATIONS V PRICING MEET KUDD EVENTS V CONTACT

JOIN A MEETING



Project Highlights

Event:	Telebras SGDC Roadshow
Dates:	27 September – 1 November, 2017
Venue:	Multiple – Sao Paulo, London, New York, Brasilia
Audience:	Telecom investors worldwide, Telebras management and staff.
Languages	English, Portuguese

Background

Telecomunicações Brasileiras S.A. (Telebras) is a strategic provider of telecommunications infrastructure solutions for communication between government agencies, private companies and nongovernmental organizations.

Background

Telecomunicações Brasileiras S.A. (Telebras) is a strategic provider of telecommunications infrastructure solutions for communication between government agencies, private companies and non-governmental organizations. It acts as an agent of national development, fostering a more democratic access to information.

In May of 2017, Telebras launched its own strategic geo-stationary satellite for defense and communications (SGDC) in the Ka band, with coverage over the entire territory of Brazil, including the Amazon rainforest.

The Challenge

Developing and launching the SGDC was a capital-intensive investment nearing one billion US dollars. To recover part of this investment, Telebras promoted a public call for bids, intent on attracting national and international investors interested in purchasing a share of the satellite's idle capacity.

Telebras decided to hold a series of promotional events in Sao Paulo, London and New York. Meetings gave potential bidders all they needed for an informed decision. Simultaneous interpretation in English and Portuguese was offered at every venue, with a good number of investors in attendance.

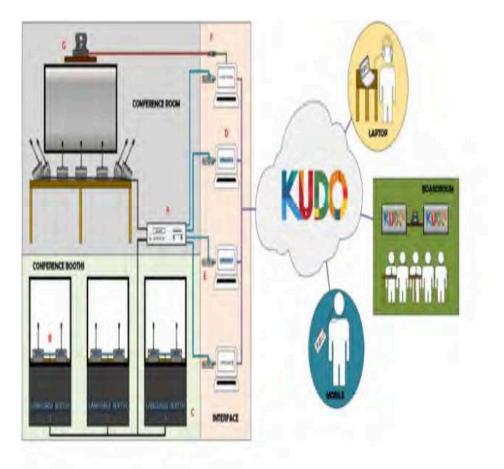
With the bid's deadline fast approaching, Telebras needed to increase its reach by streaming presentations to other potential investors who could not be physically present at the events. And while many streaming solutions exist, none offered the real-time multilingual support for a bilingual meeting, Telebras required a solution that integrated seamlessly with the simultaneous interpretation system installed in the room.

The **KUDO** Way

KUDO was the perfect fit for Telebras. Streaming of a conference's full content in HD audio and video along with full, human-powered simultaneous interpretation is KUDO's bread and butter.

While KUDO is usually used as a standalone cloud-based application, calling for no conferencing system hardware, it can also be employed in tandem with a traditional simultaneous interpretation involving transmitters and infrared receivers. That was the case for Telebras.

With nothing more than three computers and a tracking webcam, KUDO was able to capture all the action in the room and upload the resulting audio and video to the cloud. That included, of course, the audio from the interpretation booth installed in the room, as well as the PowerPoint presentations being shared by the speakers and the questions asked by any participant.



The Outcome

Working from a list of email addresses provided by Telebras, KUDO reached out to a large pool of Investors and gave them a chance to follow the meeting from anywhere in the world. All they needed was a smartphone or computer with Internet access. Distance was no longer an issue.

Remote participants could choose between watching the live video stream or following along through visual aids presented in real-time. They had the option of asking questions in writing as well as orally, and they could view and download onto their computers copies of the presentations and other documents, for future reference.

The result was an inclusive and convenient experience for those sitting remotely, an invisible solution to the participants and interpreters in the room, and a significantly longer and very visible reach for Telebras.



Project Highlights

Event: ITU Regional Workshop on Strengthening Capacities in International Internet Governance

Dates: 14 - 16 August, 2017

Venue: Anatel HQ, Brasilia, Brazil

Audience: 60 delegates from all over the Americas and ITU officials from Geneva.

Languages:English, Spanish, Portuguese

Background

The International Telecommunication Union is the oldest specialized agency of the United Nations. Created in 1865, and with headquarters in Geneva, Switzerland, ITU has the declared mandate of connecting the world.

Background

The International Telecommunication Union is the oldest specialized agency of the United Nations. Created in 1865, and with headquarters in Geneva, Switzerland, ITU has the declared mandate of connecting the world, It holds an average of 100 meetings per year, in the six official languages of the United Nations.

ITU maintains a presence in Brasilla, Brazil. The regional office promotes events throughout the Americas and is often required to provide language interpretation in as many as four languages.

The Challenge

For its Regional Workshop on Strengthening Capacities in International Internet Governance in August 2017, ITU wanted to innovate with new "electronic meeting methods," as mandated by its governing bodies. The idea was to offer delegates a novel meeting experience that would increase accessibility and inclusion, and extend the meeting beyond the confines of the room. Obviously, the solution had to include full simultaneous interpretation in three languages. It could not compromise on quality and it had to prove its cost-effectiveness.

The **KUDO** Way

KUDO's cloud-based solution allowed delegates to follow the meeting through HD video, crisp audio and full simultaneous interpretation streamed right to their smartphones or notebooks. It was also a fully redundant solution, with a conventional set of infrared receivers on stand-by, for total peace of mind.

The interpretation was done by interpreters on-site and remotely, from Washington, D.C., through KUDO. Setup was a breeze, with the local PA system and a webcam being fed to a few KUDO computers, in true plug-and-play fashion.

KUDO ensured everyone following the event could fully participate in the meeting, regardless of their physical location, and in a language of their choosing.





The Outcome

Participants enjoyed the innovation of following the meeting through their own smart devices and notebooks. Delegates who could not make it to Brasilia joined from their respective countries, with HD video and crisp audio, and reported feeling as if they were in the room.

KUDO allowed speakers to share their screen and documents in real time, with participants being able to see and download them at leisure. They could even ask questions through KUDO's free mobile app or web-based interface.

No travel expenses incurred. No expensive equipment setup. A touch of innovation, just like ITU wanted.

Similar Stories



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Every two weeks, we'll invite a thought-leader to address a topic of interest to you and answer your questions LIVE.

Speakers are free to present in ANY language. The talks will be streamed GLOBALLY, with real-time interpretation into multiple languages.

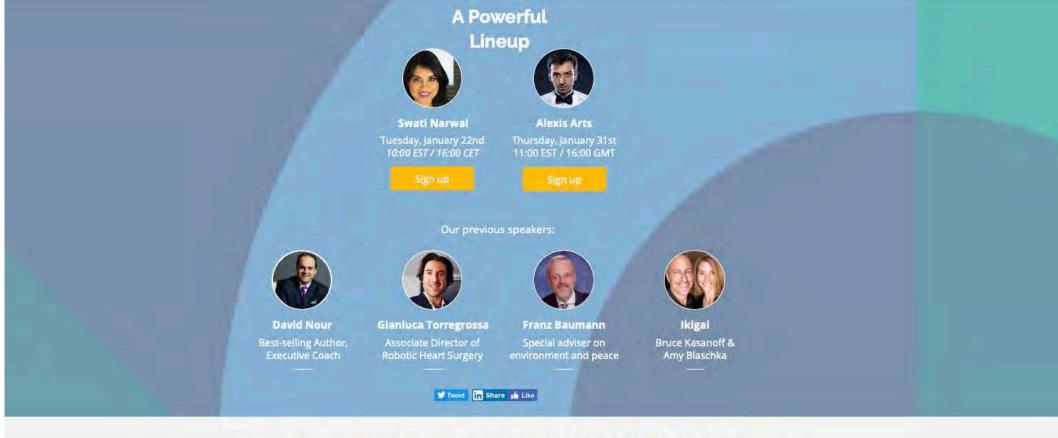
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Use the form on this page to tell us who you would like us to invite and why

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Nominee's Full Name
Title or Distinction
Email Address
Web presence / LinkedIn Profile
Language of Presentation
Languages of the Audience
Reason for nomination / Bio

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Here are s	ome of the topic	cs we will be coverin	g:		
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Climate Change	Artificial Intelligence	Women Empowerment	Digital economy Crypto-currency	Theme or Topic	
Cyber Security	Book Reviews	Health, Wellness	Science & Technology	SUBMIT	
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What are people saying about KUDO Global Stage

What are people saying about KUDO Global Stage

"I appreciated Marco's insights in the Q&A, and it was fun to attend from Spain, with the speaker in the UK, listening to a US-based Spanish interpreter."



Liz Essary @lizessary "Many thanks and congrats to @KUDOway, @ewandromag and to all the interpreters and organizers of my talk within the #KUDOGlobalstage initiative!"



Max Lombardo

"Honored to present yesterday at the #KUDO Global Stage on "How to Avoid Going Bust Using #CyberSecurity". Awesome event! It must be the @kudoway"



Marco Essomba

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KUDO Global Stage

Swati Narwal Being Bold, Being Beautiful, Being the Change, BEING WOMAN!

January 22nd, 2019 | 10 a.m. EST

The Speaker

Swati Narwal

Swati has a diverse background in the IT, banking and retail industry spanning over 12 years with a multifaceted leadership experience in key decision-making positions. She has core experience in communication and change management, process innovation, stakeholder engagement and project management.

Swati loves creative ideas for improving processes. She's an advocate for constant learning, networking, skill set upgrading and most importantly, staying curious. She is an optimist, a positive minded person, and a public speaking enthusiast.

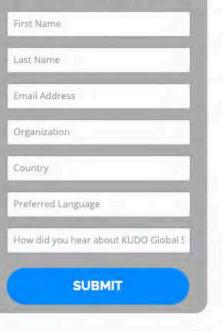
Originally from Haryana, India, she has been living in Malmö, Sweden for the last six years, with her little dog.

The Talk

Swati will talk about her journey from a small town in India where she grew up and witnessed the challenges in daily life, especially for women. Through stories from her past and present she will share lessons on overcoming challenges, following one's heart, staying strong, moving ahead and the pursuit of dreams.

Sign Up Now!

Please let us know your name, email, and from where you will be connecting



Having traveled to more than 43 countries , and after six years in Europe, Swati developed a unique perspective on different societies and the role played by women in the many cultures she had a chance to know firsthand.

Watch from Anywhere

This will be a LIVE online presentation delivered through KUDO In English, Portuguese, Spanish, Swedish, Dutch, Russian, and French. You can follow from your own smartphone or computer, no matter where you are.



Real-Time Interpretation

💾 Tuesday, Jan. 22nd, 2019

15:00 GMT (London)

23:00 CST (Beijing)

00:00 JST (lan 23, Tokyo)

HOURS

7:00 PST

DAV5

R

(Los Angeles)

16:00 CET (Stockholm, Amsterdam)

MINUTES

SECONDS

10:00 EST (New York, Boston)

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Alexis Arts Re-engineering Learning & Creative Consulting THROUGH MAGIC!

January 31st, 2019 | 11 a.m. EST

The Speaker

The Talk

Alexis Arts, a.k.a. Dr. Danilo Audiello

Is a world-class Illusionist, economist, and entrepreneur. In his artistic career, he has already broken 7 Guinness World Records and has won the title of the World Championship of Big Stage Illusions.

As a creative director in the theater world, he has created surreal atmospheres for world tours and elite acts, while as a groundbreaking performer he has triggered audiences to question their perception of reality in some of Europe's, China's and India's greatest arenas.

Following his passion for education, after completing his Ph.D. in Economics, he founded the Academy of Magic & Science, the educational project powered by Cambridge University researchers that will innovate the way we perceive and follow the explorational journey of knowledge and skills acquisition!

Sign Up Now!

Please let us know your name, email, and from where you will be connecting

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Organization	
Country	
Preferred Language	
How did you hear about Gl	obal Stage?

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When watching an illusion show, you don't want to blink, you hold on tight at your seat and observe each and every move, gesture, and action of the performer. You don't want to miss the trick, you don't want to miss the moment!

Wouldn't it be just brilliant if we could bring that level of audience engagement, that focus of attention and that passion for knowledge, from the theater in the classroom, or from the arena to a company's meeting? Imagine students engaging so enthusiastically with their teachers, as they do with illusionists! Imagine if customers would engage with your products and services as passionately as they do with magic!

For 6,000 years the art of magic has been innovating in engineering, behavioral psychology communication mechanisms and beyond! We are taking these innovations and putting them in the capable hands of educators, communicators, and professionals around the world. We want to empower them to sparkle the real magic of sciences in everything they do!

Thursday, Jan. 31st, 2019 8:00 PST (Los Angeles) 1:00 EST (New York) 16:00 GMT (London) 17:00 CET (Rome) 1:00 JST (Feb 1, Tokyo) IOO JST (Feb 1, Tokyo)

SUBMIT

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Real-Time Interpretation Into Multiple Languages

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Your Favorite Influencer Streamed LIVE in Multiple Languages

Every week, we'll invite a thought-leader to address a topic of interest to you and answer your questions LIVE.

Speakers are free to present in ANY language. The talks will be streamed GLOBALLY, with real-time interpretation into multiple languages.



David Nour CO-CREATE!

How to Drive Profitable Growth Through Innovative and Strategic Collaboration

August 16th, 2018 11 a.m. EDT

Thank you for your interest in David Nour's talk! Please note this event it already closed. You can still sign up for future talks on the KUDO Global Stage series.

Our next speakers



Gianluca Torregrossa

Associate Director of Robotic Heart Surgery, Mount Sinai Assistant Professor, Department of Cardiac Surgery **Robotic Coronary Surgery: The Past or The Future?**

More Information / Sign up



Franz Baumann

Professor, New York University Former Assistant Secretary-General, United Nations Climate Change: The Central Challenge for Humanity

Sept. 6th, 2018

More Information / Sign up

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Unlock the secrets of KUDO's all-new interpreter interface and features. Unveil a world of new business and professional opportunities.

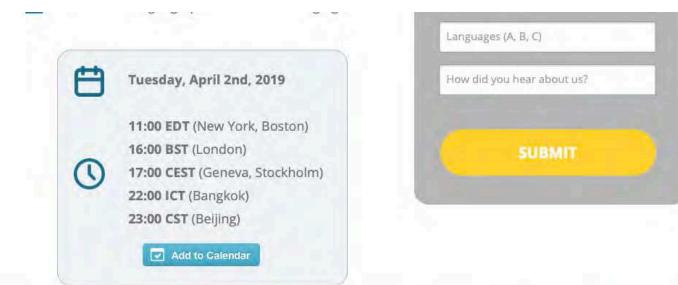
- Experience firsthand KUDO's booth-grade video and audio quality .
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Ewandro Magalhaes

KUDO's VP of Communications. World-class interpreter, author and interpreter trainer. Former Chief Interpreter in the United Nations system.

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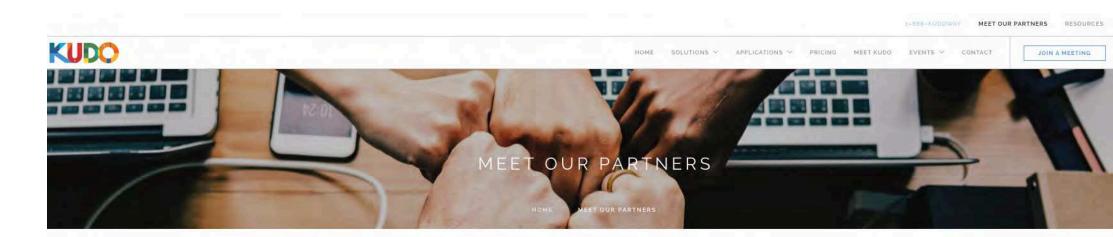
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As a collaboration platform, KUDO fully appreciates the value of collaborative, strategic partnerships. And we are proud to be growing with and through our partners and KUDO Studio owners, spread all over the world.

Please get to know our partners. Contact them. Work with and for them. They share our values and our philosophy of a world increasingly connected and as cozy as gathering of like-minded friends.

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Desde 1948, nuestra misión es contribuir al entendimiento y al desarrollo global facilitando la comunicación interlingüística entre personas, instituciones, organizaciones y gobiernos.

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Andrew Murphy

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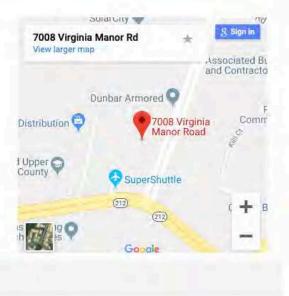
andrew@conferencerental.com

Conference Rental is a leading provider of conference microphones, language interpretation solutions and related services for events worldwide. With proven expertise in high-profile international congresses (including the G20 Summit and the IMF and World Bank annual meetings), Conference Rental is the pioneer in conference solutions around the world.

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Stephanie Fiorito

CONTINENTAL INTERPRETING Orange County, CA, USA

www.cis-inc.com

stephanief@cis-inc.com

For more than 20 years, **Continental Interpreting Services** has provided customers in a variety of industries with language solutions that bridge communication gaps and transcend cultural barriers.

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Haris Ghinos Athens, Greece www.interpreters.gr

in@interpreters.gr

Founded in 2008, ELIT Language Services is the largest provider of conference interpreting services in Greece; it specializes in high-end Interpreting and Translation services as well as Conference Services for the most demanding segment of the European market from its headquarters in Athens.





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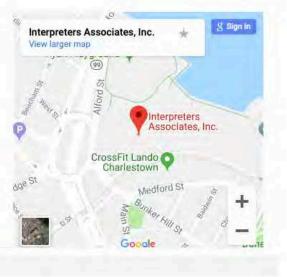
Art Liebl

Charlestown, MA, USA

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Multi-Languages Corporation is a high quality language translation service company which was founded in 1997 with the vision to provide superior translation and interpretation services and improve the industry standards.



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KUDO, NYC

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Ewandro Magalhaes View larger map de Paris	INTERPRETERS ASSOCIATES	INC	
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KUDO is a powerful cloud-based platform allowing people and businesses to collaborate and meet more effectively, across geographic and language barriers.



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Introducing KUDO | KUDO

A Written by Ewandro Magalhaes (https://kudoway.com/author/ewandro/)

 Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), Interpreters

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KUDO is a powerful cloud-based platform that is reshaping the way we meet and interact across geographic and language barriers.

Operating out of Manhattan, KUDO combines established technology and premium conference services for hassle-free conferencing, collaboration and audience engagement in multiple languages. The company offers **solutions (https://kudoway.com/#products)**for web conferencing as well as live events.

People and businesses across the globe are now able to join meetings through their own smart devices or notebook computers. They can make and follow presentations, engage in Q&A, cast votes and exchange files as they meet. They can be in the room or half a world away.

KUDO streams high-quality audio, fully synched video, language interpretation, digital files and archives straight down from the cloud. It places sensitive information timely and safely in the palm of one's hands. And in a language one can understand.

Meeting planners welcome the opportunity to recruit talent worldwide for local events while saving on travel. Attendees can participate fully through their own devices, no matter where they are in the world. The company offers a flexible pricing schedule and modular implementation requiring minimal installations. That means extra savings from travel expenses not incurred. And half the mess, too.

KUDO comes onto the scene with more than just sound R&D. It seems prepared to anticipate and dismiss the resistance clients and providers may have shown to similar solutions in the past. To this end, the company relies on the combined 40-year experience of its senior team, comprising a visionary engineer with proven track record in conferencing technology and a seasoned language industry thought leader.

With an inclusive business model, they see opportunities for synergism in markets they know well. "We're industry insiders", says CEO and founder Fardad Zabetian. "We're in to grow th multilingual space beyond the meeting rooms" he adds, looking out the window onto 7th A[,]

21/03/2019

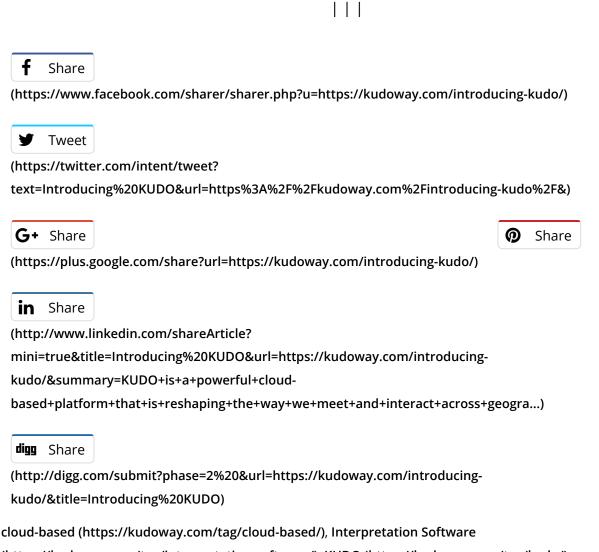
Introducing KUDO | KUDO

"KUDO is here so businesses and executives can connect in more meaningful ways, by expressing themselves in their own language."

Ewandro Magalhaes, KUDO's VP of Communications, comes at it from a slightly different angle: "We want the technology to accommodate the principles of language, collaboration and interaction that make us human," says the former chief interpreter and senior UN staff. "And we want to do so while upholding the standards the industry has fought hard to establish," he adds.

KUDO offers a turn-key solution for web conferencing in multiple languages, through a convenient monthly subscription. Meeting planners can rely on KUDO to handle their multilingual live events.

To learn more, **join us at our next FREE webinar (https://kudoway.com/webinar/)** or visit us at **kudoway.com (https://kudoway.com)**.



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5 DETOX STRATEGIES FOR LANGUAGE PROFESSIONALS

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^{21 APR} 5 Detox Strategies for Language Professionals

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- (https://kudoway.com/category/uncategorized/interpretation/), Interpreters

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5 Detox Strategies for Language Professionals | KUDO

Jerome, the illustrious theologian and linguist we celebrate as the patron saint of translators, may have been canonized after his death, but while he trudged the earth his temper was rather unsaintly. His knack for languages was rivaled only by a talent for attracting trouble and making adversaries, often going several rounds with them regarding religious and linguistic issues.

His story is documented in the prolific correspondence he maintained with other elite thinkers of his time. Among the recipients of his missives were Saint Augustine, Popes Damasus and Epiphanius, and Jerome's longtime friend, the Roman Senator Pammachius.

To the latter he addressed one particular epistle that would be eternalized as the *Magna Carta* for translators. In the text, **Jerome (https://en.wikipedia.org/wiki/Jerome)**defends himself from the affronts of another reputable translator, **Tyrannius Rufinus**

(https://en.wikipedia.org/wiki/Tyrannius_Rufinus), who accused him of infidelity in rendering into Latin a letter from Pope Epiphanius to Bishop John. Given the Pope's reputation and the purity of his style, that letter was "wanted in all of Palestine, by the ignorant and the educated alike."

The translation in question had been commissioned by Eusebio de Cremona, "a man of no small estimation," yet unacquainted with the Greek language. At his special request, **Jerome** (https://en.wikipedia.org/wiki/Jerome)acquiesced to "simplifying the argument" to make it more readily intelligible, and delivered the translation with the disclaimer that it be kept private. A year and a half later, Jerome's detractors, allegedly incited by Rufinus, managed to usurp the text and publicize it as a display of translator's neglect or mischief.

The Letter to Pammachius

The Letter to **Pammachius (https://en.wikipedia.org/wiki/Pammachius)**was a passionate legal defense. An irate **Jerome (https://en.wikipedia.org/wiki/Jerome)**distills his anger through a series of examples to emphasize that even the prophets and evangelists did at times detach from a literal interpretation of the scriptures. This allowed for stylistic adaptations that, although foreign, never compromised or belittled the sincerity of their purpose. The **Letter to Pammachius (http://www.newadvent.org/fathers/3001057.htm)**stands out for the richness of its content and style. It is the ultimate affirmation of Jerome's erudition and competence as a translator and a vehement defense of good translating, which, he argues, must "render sense for sense, not word for word." It also sheds light on the ubiquitous criticism, spite, resentment, and other inimical feelings shared by Jerome's peers, which he seldom failed to reciprocate.

Sixteen centuries later, not everything has changed. Criticism and translation continue to wollhand in hand. Online and off, within the interpreting booth or beyond its confines, critics al and supporters are hard to come by. In interpreting, particularly, this chronic lack of constrements of the privacy-Terms

5 Detox Strategies for Language Professionals | KUDO

feedback, coupled with an absence of objective assessment parameters, fuels a peculiar and vicious cycle where interpreters often gauge their performance relative to that of their booth mates. In such circumstances, criticism becomes the tool of choice for an instant ego boost. Pushing others down is the quickest way to feel good about ourselves, creating an easy platform on which to stand tall.

It doesn't help when one considers that the noble craft of simultaneous interpreting came to the fore in the wake of World War II, on a continent devastated by the banalization of violence. So widespread and unprecedented had been the nature and reach of the atrocities perpetrated that a new word had to be minted to qualify them: *genocide*.

Despite the mounting empirical evidence and the unflattering historical roots for such belligerent disposition, the animosity experienced and spread by Jerome, and the ripples it might have sent across time, need not be replicated ad infinitum in our stuffy glassy booths or among our peers. Peace can and should be restored. In fact, it is long overdue.

Now, talking about peace is tricky, and it doesn't take much to come off as righteous, pompous, or silly. It all sounds grand and out of reach. Yet, the type of peace we're aiming for here—collegiality —is easy enough to reinstate. All it takes is an iota of self-awareness and an extra vigilant disposition. To try and make it less abstract, here are five detox strategies you can take to start transcending Jerome's legacy:

- 1. Focus on the positive. Look for and praise the types of behavior you'd like to see more of. What we concentrate on grows.
- 2. **Pay it forward.** Pave the way for more positivity by being the first to offer encouragement and compliments. Do so unconditionally as well as sincerely.
- 3. **Make no excuses.** We all have bad days. Own your occasional shortcomings. Offer no justification and don't look for consolation in somebody else's actual or projected poor performance. Review the experience honestly in search of pointers as to what might have tripped you up. Then fix it.
- 4. **Shrug it off.** If a frustrated colleague finds fault with you or criticizes your performance, take the high road. If there is any truth to what they're saying, consider Step 3 above, and thank him or her.
- 5. **Cut yourself some slack.** Translation is, by design, an imprecise exercise. In our business, perfection is not only elusive but outright unattainable. Do your best and forget the rest. By acknowledging and accepting your own limitations you become more tolerant toward others

Adhering to the steps above will not make you a saint in the afterlife, but it will certainly warrant you a better experience in the here-and-now.

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As for Jerome, learn to love him for his invaluable contribution to our craft and for thinking some of the hard problems through way before us. As to anything else, don't get involved. Leave it for Jerome and Rufinus to settle in eternity.

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Have you ever tried any of the tips suggested here?

Were you familiar with the story of Jerome?

Please leave a comment and share your impressions.



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INTERPRETING TECHNOLOGY TASTING

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¹³ NOV Interpreting Technology Tasting

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The field of interpreting is undergoing some ground-shaking changes. Ubiquitous broadband has made multilingual streaming a reality. Neural machine translation is flirting with voice recognition. And Google has just introduced its first version of a babel fish that you can literally stick in your ear.

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Pretty exciting news for users who believe they can now tour the world with their personal interpreter in their pockets. Delegates traveling on a shoestring budget also seem to welcome the chance of joining more meetings, more often from the comfort of their homes.

But the new wave is also cause for apprehension, with some conference interpreters feeling like they've been handled a bad hand. They resent being ushered out of the room and they harbor fears of predatory competition, low quality or both.

Squeezed in-between, the rest of us – commercial sellers and buyers of interpretation services – respond with hopeful anticipation and the anxiety of a six-year-old in an ice cream shop with too many flavors. And flavors do abound, as tech startups jump on the language bandwagon with promises that their RSI solutions will please every palate.

The truth is not everyone likes vanilla, and some of us are chocolate-intolerant. Solutions – or flavors, for that matter – will only be as good as the pain point or craving they address. How is one to choose?

Introducing NTIF (http://ntif.se/)'s Interpreter Software Challenge

The Nordic Translation and Interpretation Forum (http://ntif.se/), happening in Helsinki next week, will round up six of the most innovative players in the RSI field and give each one a chance to wow you. Each company will have five minutes to pitch their vision, their goals and typical use cases. At the end of their pitch, you get to rate each solution based on how closely it meets your specific needs. You will also have a chance to taste their cream before you enter the room, as vendors exhibit and demo their technology during the coffee-break on Saturday.

Ümit Özaydin, CEO of Dragoman and early adopter of interpretation technologies, will set the tone with an enlightening introduction. I will be there too, as a moderator, to make sure you get a taste of everything and to keep you from overdosing on the sugar. I will be adding my own flavor to the mix, too, as one of the challengers, on behalf of **KUDO (https://kudoway.com)**.

Is your mouth watering yet? So, save the date and bring your scoop. May the tasting begin.

Interpreting Technology Tasting | November 24, at 13:30 – 15:00.

Introduction by: Ümit Özaydin | Moderated by: Ewandro Magalhaes (https://ewandro.com/about/)

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CHALLENGE RESULTS ARE IN. AND THEY ARE TELLING

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Challenge Results are In. And They are Telling | KUDO



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²⁹ NOV Challenge Results are In. And They are Telling

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<u> </u>Written by Ewandro Magalhaes (https://kudoway.com/author/ewandro/)

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Challenge Results are In. And They are Telling | KUDO

Wondering about the results of the NTIF (http://ntif.se/)Interpreting Technology Challenge? Wonder no more!

As it turns out, the weather was a bit too cold for ice-cream anywhere else in Helsinki, on November 24, 2017. But the temperature at Scandic Paasi Hotel was mounting fast as contestants and voters gathered for **NTIF's (http://ntif.se/)**first Interpreting Technology Challenge.

Six of the most innovative interpreting software platforms got to pitch their solutions to a room packed solid with potential buyers of interpretation. At the end, the audience was asked to rate challengers against four well-defined criteria, as follows: Most Innovative, Most Versatile, Most interpreter-friendly, Most Reliable. Those in the audience were also asked to pick the one solution that most closely met their specific needs as clients.

Meet the Challengers

Challengers came from Finland, Norway, Lithuania, Switzerland. And I flew all the way from New York to moderate this high-level panel and to introduce our very own **KUDO** (https://kudoway.com/meet-kudo/)as the only non-European contestant.

Ümit Özaydin (http://dragoman.ist/), a veteran conference interpreter and agency owner, set the tone with an insightful presentation. A well-traveled man who's covered nearly 70% of the Earth's surface, he had the audience spellbound for 15 minutes with compelling evidence in favor of RSI.

Challengers split rather neatly into two self-contained sub-domains, technologically as well as geographically. Three of them — Túlka, TikkTalk and Youpret — have solutions that primarily address public interpreting scenarios, for one-on-one interactions and use cases. These include refugees in need of clearance, healthcare seekers, tourists or business people trying to talk their way into a purchase or out of a fix. Those challengers — all three of them — also came from the Nordic region.

The other three, **KUDO (https://www.facebook.com/kudoinc/)**, Interactio and Interprefy, pitched solutions more closely geared at live conferences attended by larger groups of attendees and serviced by conference interpreters. They offer a cloud-based approach to streaming audio and video content (Interactio is audio-only) to conference goers who rely on their own smartphones and computers to participate in meetings from anywhere. And while some of these players are close to Scandinavia, none of them is rooted in the region.

Across the board, these innovators share many commonalities: they are all tech-savvy. The random risk-takers. They are forward-looking and they will not hesitate to take the less-traveled pat they differ drastically on philosophy, the use of technology and, most importantly, their bu: Privacy-Terms

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models.

Behold the Results

The challenge results captured those similarities and differences quite closely. Here they are:

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37%
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33%
24 10
28%
0 0 1
26%
23%
23%

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How innovative i	s the solution?	6 6 2
Interactio TikkTalk	— 15%	
Tulka	2	7%-
Interprefy 5% Youpret 3% KUDO		40%

Let me break them down for you: **KUDO (https://kudoway.com/meet-kudo/)** was voted 1st in Versatility, 2nd in Interpreter-Friendliness (right behind Tulka) and 3rd in Reliability (tied with Interactio behind TikkTalk.

Finland's Tulka was rated the most Innovative. Interprefy and Youpret left an excellent impression, too. All had a chance to show their uniqueness. All walked away feeling good about their products and with pointers on what to do next.

As for people's personal pick, a challenger's popularity is a function of how easily you can read their name on the next slide. Then again, the audience got creative in offering their vote. In that context, a vote for 'the last guy!' should be counted as a vote towards KUDO (as I was, indeed, the last guy to present!) So please make the necessary adjustments, will you?



The afternoon ended with an animated Q&A, in which I was aided by **Yuliya Nesterenko** (https://www.facebook.com/yuliya.nesterenko.5), a most competent host and co-moderator who seems to read everyone's mind and anticipate their every request. All in all an unprecedented format that captured the attention of attendees left and right. Kudos to organizers for their vision (pun intended!)

https://kudoway.com/challenge-results/

Challenge Results are In. And They are Telling | KUDO

As contestants were well aware, participation in the challenge was not risk-free. That held true also for the **NTIF (http://ntif.se/)**'s organizers. They were breaking new ground, and they, too, had their reputation on the line. Like the innovators who accepted to be in Helsinki for this challenge, they deserve to be congratulated for their bravery and commitment.

New Challenge Ahead?

Back to my opening statement as a moderator. Despite the differences in their tools and their business, these trailblazers have more in common than is readily apparent. And I guess the results in a way reflect that.

So, I hope you managed to have at least a scoop of your preferred flavor. Not all is lost if you didn't. Something tells me that challenge will become a trait of **NTIF (http://ntif.se)**for years to come.

A final note of thanks to Anne-Marie Colliander Lind and Cecilia Enbäck for entrusting me with the responsibility of moderating such a high-level panel. It was definitely worth the journey from New York on behalf of **KUDO (https://kudoway.com/meet-kudo/)**.

Vote results collected through Sli.do. Title image courtesy of Martina Wärenfeldt (https://www.facebook.com/martina.warenfeldt).

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Did you attend the NTIF (http://ntif.se) Interpreting Technology Challenge?

Have you tried any of the platforms featured here? Please share your impressions.

Have an international event coming up? Get Started with KUDO (https://kudoway.com/contact).



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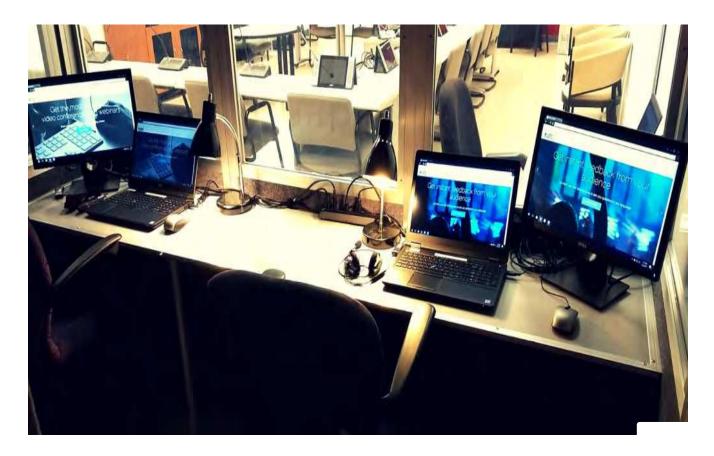
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INTERPRETING THROUGH KUDO: AN INSIDER'S VIEW

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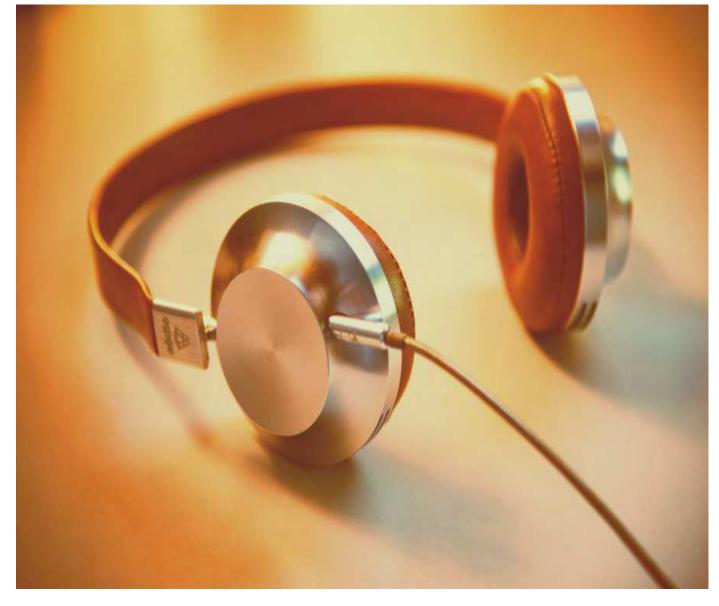
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Interpreting through KUDO: An Insider's View

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<u> </u>Written by **Ewandro Magalhaes (https://kudoway.com/author/ewandro/)**

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Interpreting through KUDO: An Insider's View | KUDO

Cloud-based interpretation (a.k.a. RSI) is the biggest technological innovation in interpreting since the Nuremberg Trials, when the simultaneous mode was officially adopted.

Granted, audio quality, microphone design and headset ergonomics have all improved markedly since World War II. But despite the modern technology behind it, a microphone is still a microphone. And the headsets used in Nuremberg don't look drastically different from the ones we see today.

Conference interpreters have gradually adapted to the new times. Many now bring their computers and even tablets to the booth. The bravest among them are slowly relinquishing their attachment to paper. Yet, when it comes to new interpreting delivery platforms, many interpreters still see them as a threat. These colleagues harbor fears of market retraction, price suppression, quality loss or all the above.

The video message below dismisses these fears. **Ewandro Magalhaes, VP of Communications at KUDO** — and a world-class **conference interpreter (http://ewandro.com/interpreter/)** — explains everything KUDO does to support interpreters and help them realize the untapped opportunities that await beyond one's comfort zone. The video is barely 5' long. But we hope the message will stay with you a lot longer.



Video Transcription

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Hello!

My name is Ewandro Magalhães, Vice-President of Communications at KUDO. It is my pleasure to welcome a fellow interpreter into the family.

KUDO is a multilingual collaboration platform. Our cloud-based solution allows people to attend conferences anywhere, any time and in their own language. It also allows you, as an interpreter, to service conferences safely and professionally, regardless of your physical location.

I know some of you approach novel interpretation delivery platforms such as KUDO with a certain level of reluctance. And as a practicing interpreter, I totally sympathize. But I am here to put your mind at ease.

I am a conference interpreter, with nearly three decades of experience. I have a degree from the Middlebury Institute of International Studies at Monterey (MIIS). I am a trainer of interpreters and a published author in the field. For nearly seven years I was also the Chief Interpreter of a United Nations agency in Geneva, ITU, where I got to manage, hire, assess and evaluate hundreds of interpreters. I have interpreted on four continents, at the highest possible level.

Now, I don't say any of this to impress you, but rather to impress upon you one important notion:

When it comes to interpreting, we at KUDO know what we're doing.

As a business insider, it is my job to see to it that our great technology be rolled out in full consideration of interpreters.

I understand how critical it is to safeguard the working conditions our profession has fought so hard to establish;

I know good interpreting is team work, and we'd rather assign you to work with a colleague whenever possible;

I understand you feel most comfortable working from a booth, so we're working hard in setting up KUDO studios through partners worldwide.

I also know your reputation is all you have, and that you just must not be held accountable for technical glitches beyond your control.

KUDO will stand for you and protect your reputation as an interpreter, when needed. We'll give you full visibility and credit, where credit is due;

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You'll be happy to know, also, that KUDO does not impose rates or payment policies. When you work through KUDO, the price of your services will continue to be a matter of free negotiation, between you and the client.

A Disruptive Technology

All that said, KUDO is also a disruptive technology. We are breaking new ground and blazing new trails. We're pushing the technology to its limits, in an effort to accommodate a growing market demand for more technology and inclusion in the multilingual space.

Our goal is to expand the multilingual space by making it accessible and affordable to new markets and industries. We believe this will create incredible new opportunities to interpreters everywhere, especially those so far isolated by distance or circumstance.

We're not in to replace anybody or anything. At the end of the day no technology in the world will replace the talent, the wit, and the presence of mind of a human interpreter. But our industry is growing increasingly technological and changing fast. And the faster you adapt, the more resourceful you will become. The longer your career will be.

So, I invite you to learn more about KUDO and get involved. Visit us online at kudoway.com (https://kudoway.com) and get the facts. Online you will have a chance to review our *Success Stories (https://kudoway.com/success-stories/)* and how we're making a difference for our clients. I also suggest you check the *Applications (https://kudoway.com/applications/)* folder, where you can see the many issues for which KUDO can be a solution. You can also, of course, review the many *features (https://kudoway.com/features/)* on our platform and finally meet the people behind KUDO.

We're also holding online demos for just for interpreters on a regular basis. Please make sure to check those out (you can register at **kudoway.com/onboard (https://kudoway.com/onboard)**).

And do get in touch. On our **contact page (https://kudoway.com/contact)** you can ask questions, schedule a tour of our platform, get a quote and enquire about partnerships. And I am ready to answer any questions that you might have.

So, on behalf of all of us at KUDO, thank you very much. See you in the next video.

Additional reading: Nuremberg Trials (https://en.wikipedia.org/wiki/Nuremberg_trials), Headset used by Rudolph Hess (https://i.pinimg.com/600x315/b8/86/c8/b886c87a8eb02d40e81d452ddb7f3763.jpg) (in Nuremberg)



KUDO OPENS FULL-SERVICE INTERPRETATION STUDIO IN WASHINGTON, DC

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KUDO Opens Full-service Interpretation Studio in Washington, DC | KUDO



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18 DEC KUDO Opens Full-service Interpretation Studio in Washington, DC

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KUDO has just opened a new studio in the Washington, DC area.

The setup mirrors that of high-profile international on-site events and it gives interpreters the ability to service meetings anywhere in the world from one central location, comfortably and professionally.

KUDO is a cloud-based multilingual collaboration platform

(https://kudoway.com/portfolio/lively-ga/) for meetings of all sizes. We create a seamless and audio streaming experience, while connecting speakers and attendees anywhere in the work 2/12 on any device. KUDO is an industry insider backed by a team of leading professionals with 40 years of combined experience in conference interpreting and conferencing systems solutions.

What exactly is a KUDO studio?

Recent years have seen the wave of remote interpretation battle with poor audio quality, connectivity issues and –perhaps the most detrimental aspect–deteriorating working conditions for interpreters.

KUDO studios provide interpreters with a familiar and controlled environment from which to service meetings anywhere on the planet while upholding hard-earned professional standards, superior audio and video quality and the desirable teamwork and booth etiquette.

The D.C. KUDO studio is the first of many off site interpretation studios that will be rolling out in the future. It features a set of permanent full-size, ISO-compliant booths seating up to three interpreters each. Interpreters have at their disposal professional-grade hardware to ensure crisp audio and HD video inputs at all times.

Wired broadband connectivity, along with full Wi-Fi redundancy, and a technician standing by through the duration of an event, give interpreters the peace of mind they need to concentrate on the one thing they do best: interpret!

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KUDO Opens Full-service Interpretation Studio in Washington, DC | KUDO



KUDO studios can support the language interpretation needs of several parallel events, in multiple languages. The modular setup allows booths to be used in a variety of ways, to service one or several meetings. Additional booths can be added in a matter of minutes, upon request, for as many additional languages as necessary for any one particular event.

The booths are installed in an actual conference room fitted with the latest conferencing technology, including push-to-talk microphones and an intelligent tracking camera. This ve makes it possible to hold on-site events as well, with the added bonus of real-time languag Privacy-Terms

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streaming for additional attendees not present in the room.

So, if you're hard-pressed to find local interpreters for your next multilingual event, say, in Phoenix or Cincinnati, you can now have a team of DC-based interpreters join the meeting from our new studio. You can save on travel cost while creating efficiency without ever compromising on quality.

What does it mean for conference goers?

Participants at the venue can follow the meeting with HD audio and video in a language of their choosing, through their own smartphones or computers.

And while interpretation equipment is not required for KUDO to function, it can be seamlessly integrated into conventional conferencing systems, with attendees following through traditional infrared receivers.

This type of solution was used in a recent roadshow by a Brazilian telecom provider (https://kudoway.com/portfolio/telebras-roadshow/) with meetings in London, New York and Brazil. For this event, KUDO partnered with Conference Rental (http://conferencerental.com), an interpretation solutions and services provider supporting international meetings, global congresses and high-security events where language is crucial.

The studios are a key feature behind the quality of KUDO's cloud-based multilingual meetings. They ensure stability and professionalism by controlling and monitoring all variables that can be controlled.

KUDO is expanding its network of partnering studios globally. Contact us today about becoming a KUDO-certified partner. We'll help you set up and operate your own studios anywhere on the planet.

Contact us today about becoming becoming a KUDO-certified partner (https://kudoway.com/contact) *or join the next interactive demo online* (https://kudoway.com/webinar).

Are you an interpreter looking for more opportunities? Learn how KUDO stands for its interpreters (https://www.youtube.com/watch? v=onRBzwrjc4Q) Join our next live demo specially tailored for interpreters (https://kudoway.com/onboa

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First off, Happy New Year to all of you who've been a part of this journey so far.

KUDO is now officially in its second year, after a successful product launch in mid-2017. We thought we'd do a quick recap of last year's many accomplishments and offer you a glimpse of the path we have mapped out for 2018.

The first half of 2017 was dedicated to product development and fine-tuning, to make sure we would bring a mature product to market and back it up with the necessary support materials, on and off-line. Our team of developers worked diligently in testing every feature in KUDO, while our Marketing and Communication teams put together a killer website with ample resources and a thorough review of KUDO's feature-rich platform.

Success Stories

After a few mock events, KUDO made its commercial debut on August 14-16 with the **successful interpretation and multilingual streaming of a regional conference of ITU (https://kudoway.com/portfolio/itu-case-study/)** — the oldest specialized agency of the United Nations. The meetings were interpreted remotely in Portuguese, English and Spanish.

Soon thereafter, **KUDO helped Telebras attract investors through an international Roadshow** (https://kudoway.com/portfolio/telebras-roadshow/), with meetings in Sao Paulo, London, New York and Brasilia, over a period of two months, as part of the promotion of their new geostationary satellite. Another resounding success story (https://kudoway.com/successstories/).

By November, interactive online demos were in full swing, with more clients and partners signing up as a result. These multilingual demonstrations are a truly interactive experience, allowing you to test the system for yourself and review KUDO's many features. If you haven't participated in one yet, be sure to **register for the next one (https://kudoway.com/webinar/)**.

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Looking Forward to 2018 | KUDO

Another important concern in the first year was to reassure the interpreting community — and the individual interpreters — of KUDO's responsible work ethics and the value it places on interpreters as key partners in our business model. A video message by KUDO's VP of Communication (https://kudoway.com/interpreting-thru-kudo/) — former chief interpreter in the United Nations system — acknowledged the interpreters' justifiable concerns and shared news of all that we are doing to protect their reputation. It also emphasized the importance KUDO assigns to safeguarding the ideal working conditions the interpreters the credit and visibility they deserve. Incidentally, demos specifically tailored to interpreters (https://kudoway.com/onboard/) are also being offered on a bi-weekly basis.

The First Award and the First KUDO Studio

We were also proud to have sponsored breakthrough events such as ConVTI (https://convti.com/) and the NTIF's Interpreting Technology Challenge (https://kudoway.com/interpreting-technology/), in Helsinki, where KUDO was awarded "Most Versatile Solution (https://kudoway.com/challenge-results/)".

And just two weeks before Christmas, **the first KUDO Studio opened in Washington DC** (https://kudoway.com/new-kudo-interpretation-studio-washington-dc/), offering a centralized location, where interpreters can work comfortably and professionally, with a dedicated support team on stand-by to ensure interpreters can work in teams and do the stellar job we've come to expect from them. We're now working hard to expand our network of KUDO Studios nationally and internationally through partners. Contact us today to learn how you, too, could set up your own studio and service meetings all over the world.

That was 2017 in a nutshell. An exciting foundation year that allowed us to take a mature, featurerich product to market.

And just two days into the new year, we're proceeding at full throttle to make KUDO even better. Version 2.0 is being polished for release in early February. The new KUDO will offer full multilingual support to web conferences where every participant can speak, make presentations and share their screens. We are also finalizing an onboarding process for interpreters who would like to become KUDO-certified interpreters. You will hear all about it in the next weeks.

To make sure you stay up-to-date, please follow us on **Twitter (https://twitter.com/kudoway)**, LinkedIn (https://www.linkedin.com/company/18005602/) or Facebook (https://www.facebook.com/kudoinc/). We'll keep you posted on our new developments, upgrades and special events.

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Looking Forward to 2018 | KUDO

We're very proud of our accomplishments so far. We thank those who've been with us on this journey so far and greet those that will join the ride in 2018.

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2 COMMENTS

GIOVANNA LESTER (HTTPS://GIOLESTER.COM), JANUARY 3, 2018 Reply

I have a special fondness for technology and for the two individuals heading KUDO. Having them all come together just made the dialogue a lot easier. It was a great pleasure to bring KUDO to our event attendees and educate our colleagues on what the future has in store for us - better yet: what the "future" is delivering to us NOW!

I believe that our future is the result of good planning and execution - with a lot of flexibility thrown in, for good measure.

https://kudoway.com/looking-forward-to-2018/

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CURIOUS ABOUT KUDO? GO FOR A TEST-DRIVE!

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¹⁶ JAN Curious About KUDO? Go for a Test-Drive!

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<u> </u>Written by **Ewandro Magalhaes (https://kudoway.com/author/ewandro/)**

Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), Interpreters (https://kudoway.com/category/uncategorized/interpreters/), language (https://kudoway.com/category/language/), linguists (https://kudoway.com/category/linguists/), remote interpretation (https://kudoway.com/category/uncategorized/remote-interpretation/), simultaneous interpretation (https://kudoway.com/category/uncategory/uncategorized/simultaneous-interpretation/)

If you haven't yet joined one of our interactive online demos, you absolutely must come in for a test-drive.

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Curious About KUDO? Go for a Test-Drive! | KUDO

KUDO's multilingual demos offer a good mixture of entertainment and tons of information. They are offered bi-weekly, in two varieties. One is a thorough online review of every feature and application in the platform, airing live every other Tuesday. They offer a good mixture of entertainment and tons of information. Attendees and interpreters get a full overview while testing hands-on all the **features (/features)** and **applications (/applications)** that make **KUDO** the powerful platform it is.

Presentations are made in English and interpreted live into a variety of languages. The full content can be streamed to smartphones and computers, regardless of physical location. With **KUDO**, distance is no object. Neither is language.

If you're looking for ways to increase your global reach and to communicate across cultures and languages, making time to attend one of these 45-minute reviews will be well worth your while. Registration is free and open throughout the year. But spots are limited, and classes fill up fast. Please **check the next dates and register now (https://kudoway.com/webinar)**.

Are You an Interpreter? We have a demo for you, too

Every other Thursday, **KUDO** also offers a specific demo just for interpreters. This webinar provides interpreters with a premium opportunity to interpret live through **KUDO** for 30 minutes and explore the various features available in **KUDO**'s interpreter console. The most recent demo was attended by as many as 16 interpreters from countries as far away as Indonesia and China. They all worked at the same time and took relay off of one another for half an hour, without any glitch. Here's what they had to say about it:

"What a revolutionary, disruptive and pioneering solution!" – F. Lacerda

"I've seen part of the future of conference interpreting, and I bet it involves KUDO. Very impressive demo this morning." – J. Jenner

If you are an interpreter, we'd love to have you at our next demo. But you gotta hurry. **Register at your earliest convenience (https://kudoway.com/onboard)**. The next session is already sold out, and spots for February are going fast. .

KUDO is a platform built by interpreters and with interpreters in mind. We know effective h communication is not yet possible without true human talent. We strive to provide interpreters with the environment and the tools they need to do what they do best. To learn more about what

21/03/2019

Curious About KUDO? Go for a Test-Drive! | KUDO

KUDO is doing to reassure interpreters, watch our interpreter manifesto (https://kudoway.com/interpreting-thru-kudo/).

We're also in the process of finalizing an onboarding course for interpreters, in seven comprehensive steps leading to full **KUDO** Certification. The course will be offered online to all conference interpreters interested in expanding their horizons in a professional and safe manner.

Granted, you will have to put in some effort to earn that certification. But for now, we want you to let your hair down and **take a test drive at our next session (https://kudoway.com/onboard)**. We promised you will be entertained and amazed at how comfortable it feels to interpret through **KUDO**, with fully synced video and crisp audio streamed to you without interruption.

||||

Interpreters, have you ever participated in one of our **live demos** (https://kudoway.com/webinar)?

Leave a comment and share your impressions.

Come in for a test-drive (https://kudoway.com/onboard). You will be wowed!

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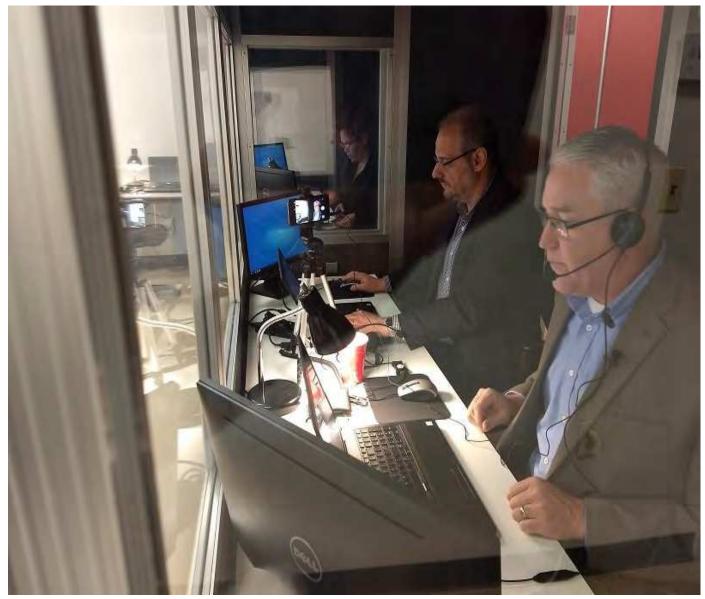
A VIDEO REVIEW OF KUDO'S FIRST STUDIO

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/ A VIDEO REVIEW OF KUDO'S FIRST STUDIO

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(https://kudoway.com/review-of-kudo-washington-dc-studio/)

²⁴ JAN A Video Review of KUDO's First Studio

(https://kudoway.com/review-of-kudo-washington-dc-studio/)

<u> Written by developer (https://kudoway.com/author/developer/)</u>

Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), Interpreters

(https://kudoway.com/category/uncategorized/interpreters/), language

(https://kudoway.com/category/language/), remote interpretation

(https://kudoway.com/category/uncategorized/remote-interpretation/), simultaneous interpretation

(https://kudoway.com/category/uncategorized/simultaneous-interpretation/)

A Video Review of KUDO's First Studio | KUDO

Yesterday was a special day at our Washington DC Studio. We hosted the inaugural multilingual webinar in our brand new facilities, with two ISO-standard walk-in interpreter booths and with interpreters on site and abroad.

The hour-long meeting, hosted by Fardad Zabetian, KUDO's Founder and CEO, showcased **KUDO's multifaceted features (https://kudoway.com/features/? utm_source=blog%20post&utm_medium=website&utm_campaign=techsavvyinterpreter)** like attendee chat, voting, presentation sharing and seamless language switching. The presentations were made in English and Spanish out of our KUDO's HQ in New York City.

Attendees could listen in to the meeting in English, German, Spanish or Portuguese. Barry Olsen and Cris Silva shared the booths with Ewandro Magalhaes in DC, with Barbara Werderitsch rendering the meeting into German from her home studio in Madrid. Our heartfealt gratitude to them, for making this historic event a success, and for their excellent interpretation.

Barry Olsen actually took the opportunity to do a video review of the new

Washington DC Studio (https://kudoway.com/new-kudo-interpretation-studio-washingtondc/). Here's what he had to say about the installations and what it feels to interpret from an actual KUDO studio.

The Tech-Savvy Interpreter: A Quick Look at the KUDO

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A Video Review of KUDO's First Studio | KUDO

KUDO is an interpreter-centric platform, and the KUDO Studios go a long way in providing interpreters with the reassurance and premium working conditions they need to concentrate on nothing but interpreting.

Our thanks to the 70+ attendees who registered for yesterday's demo. Thank you for joining us on the journey to breaking language barriers. We hope to see you next time!

Missed this demo? Don't forget to check out our next webinar in February: Sign up here (https://kudoway.com/webinar/? utm source=blog%20post&utm medium=website&utm campaign=techsavvyinterpreter)

Are you an interpreter looking to learn more about how KUDO works? Join us for the next interpreter webinar to learn about KUDO capabilities, as well as how to get certified. Sign up here for the interpreter webinar. (https://kudoway.com/onboard/? utm_source=blog%20post&utm_medium=website&utm_campaign=techsavvyinterpreter)

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DC (https://kudoway.com/tag/dc/), KUDO Studio (https://kudoway.com/tag/kudo-studio/), Washington (https://kudoway.com/tag/washington/)



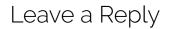
2 COMMENTS

DIEGO BARRIGA MENDEZ, JANUARY 17, 2019 Reply

Good Day Barry,

I have seen your video showing the Kudo studio and setup. Great work you guys do using technology and no doubt that is the trend for the future. I am based in Colombia, a simultaneous translator with over 14 years experience. Wondering if a opening of a studio in Bogotá, under Kudo specs and name, is feasible to service expanding business here in this country and across the Latinamerican region. If at all possible, I am willing to partner such initiative. Many thanks for your attention. Diego

LEAVE A COMMENT



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February 2018 | KUDO





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GETTING CERTIFIED: KUDO ONBOARDING EXPLAINED

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(https://kudoway.com/kudo-onboarding-explained/)

^{12 FEB} Getting Certified: KUDO Onboarding Explained

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Written by Ewandro Magalhaes (https://kudoway.com/author/ewandro/)
 Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), Interpreters (https://kudoway.com/category/uncategorized/interpreters/), language
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The Interpreter Journey, KUDO's official onboarding course for interpreters, is available as of last week, and dozens of professional interpreters have already earned their KUDO Certified status. In the process, they asked very relevant questions about the process, and we decided to address them publicly so more of you can benefit from the answers.

First off, a very brief explanation. The Interpreter Journey is an on-line course to make interpreters acquainted with our platform and to ensure they have the right credentials an the necessary requirements to join KUDO. The course is divided into seven chapters, as fol Privacy-Terms

- 1. Introduction and Course Overview
- 2. Sign-in and Profile
- 3. The Interpreter Interface
- 4. Tools of the Trade
- 5. The KUDO Studios
- 6. The Fine Print
- 7. Your New Status

Instruction takes the form of a series of videos and documentation that you can review as many times as you want. If you're on the go, you can also download the audio-only version or the transcripts of some of the videos. The course ends with a 10-question quiz. Please review the Frequently Asked Questions for more details about our onboarding process:

Q1. How do I enroll?

Enrollment is free and accessible through the link **https://kudo.thinkific.com** (https://kudo.thinkific.com). To enroll, be sure to scroll down the page to the button that reads Board Now!

Q2. How long does it take to complete the course?

The full onboarding takes about 90 minutes, but you can take it over multiple sessions or days if needed. You can stop and pick up where you left off.

Q3. Is KUDO recommended for all kinds of interpretation and all kinds of interpreters?

No. **KUDO** is not meant for all modes of interpreting and it is meant only for true professionals who are experienced in the simultaneous mode of interpretation. **By accepting work through KUDO you verify that you have the necessary training and experience as a simultaneous interpreter.**

Q4. Will I need to set up a KUDO Studio?

Although interpreters can technically work from home in KUDO, we recommend you locate a **KUDO Studios (/new-kudo-interpretation-studio-washington-dc/)** in your area and work from there. In cases where that is not available or not feasible, you can set up your own home studio.

Q5. Why a course? Can't we just be entered in your platform?

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Getting Certified: KUDO Onboarding Explained | KUDO

KUDO is breaking new ground and introducing a new delivery platform for interpretation. We want to make sure interpreters know everything they need to know to do it safely and without unnecessary reputation risk. We also wanted to make our colleagues fully aware of the responsibility involved in working remotely. We take our interpreters very seriously, and we expect them to take us seriously.

Q6. I don't see the Interpreter Profile when I sign in. Am I doing anything wrong?

That is probably because you have signed into KUDO before (to attend one of our demos, for example). But you can access your profile any time. Just hover your mouse over your name, on the upper right-hand-side corner of the screen and click on My Account.

Q7. Do I need to buy the Vxi USB Headset? It is kind of expensive.

The Vxi Passport 21 DC, V (http://bit.ly/VxIPass21) is the model installed on most KUDO Studios (/new-kudo-interpretation-studio-washington-dc/). It is reliable, sturdy and comfortable to wear for long periods of time. But any professional-grade USB headset will work. A more affordable option that also works great is Logitech H650e (https://www.amazon.com/gp/product/B00CCIKJKE/ref=as_li_tl? ie=UTF8&camp=1789&creative=9325&creativeASIN=B00CCIKJKE&linkCode=as2&tag=ewandrc 20&linkId=c105e1cbe4895f6e8c5e6e733c6e5dac). The course provides enough information for you to shop for the right headset.

Q8. Are the terms of your Model Contract negotiable?

Please note that in most cases, you will not be hired by KUDO, but rather directly by our clients or partners. At that point, the contractual arrangements should be freely negotiated between you and them. In drafting the terms of our own model contract we went with what makes sense for most of our interpreters.

Q.9 Will my profile be visible to clients and help me find gigs?

Not for the time being. Your profile will be kept private and will not be visible to nor shared with potential clients. Your enrollment as a KUDO Certified interpreter is done primarily for training purposes, with a view to ensuring you will be fit to work within the platform when the opportunity presents itself.

Q.10 How often can I expect to work as a KUDO Certified Interpreter?

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Getting Certified: KUDO Onboarding Explained | KUDO

That will greatly depend on your ability to promote your readiness to use the platform. While KUDO will do everything in its power to help you find opportunities through the platform, KUDO Certification is no guarantee of work.



Still have questions about our onboarding process? Please use the comment box to ask us anything.

Are you a KUDO Certified Interpreter yet? Refer it to a capable friend.



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text=Getting%20Certified%3A%20KUDO%20Onboarding%20Explained&url=https%3A%2F%2Fkudoway.com%2Fkuconboarding-explained%2F&)



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SPOTLIGHT ON KUDO SMART FEATURE: AUDIO FALLBACK

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Spotlight on KUDO Smart Feature: Audio Fallback | KUDO



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27 FEB

Spotlight on KUDO Smart Feature: Audio Fallback

(https://kudoway.com/audio-fallback/)

Q Written by **Ewandro Magalhaes (https://kudoway.com/author/ewandro/)**

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 (https://kudoway.com/category/uncategorized/)

Ours is a visual culture. Or so you would think if you look out the window of KUDO's office in midtown Manhattan.

Turn your head all you wish and you can't miss the colorful moving images that envelop every building as your glance swings upwards to Times Square. There, bathed in broad daylight, regardless of the time, immersed in a festival of shapes and fast flickering photons, you wonder whether anything other than images exist.

Until a blaring firetruck zips past and jolts you off your daydream and onto more immediate needs, that is. You then realize that images — as ubiquitous as they are — do comparatively less than audio to communicate priorities. Where images spell comfort, audio yells 'ATTENTION'! Hear that? Well, we do.

Much of KUDO's uniqueness as a cloud-based collaboration platform rests on its ability to stream HD video along with crisp audio under most circumstances. We also pride ourselves on understanding how critical body language and lip-syncing are in helping interpreters get the full picture (pun intended). Yet, in KUDO — as in Times Square — image and sound compete incessantly for attention and bandwidth, as is the case with any other cloud-based solution.

Fortunately, their demands are not unreasonable, and with as little as 350 Kb/s of speed we manage to keep audio and image in perfect cohabitation. And that is not a lot of speed. I'd be surprised if your smartphone doesn't reach at least 1 Mb/s even under 3G. Then again, we know circumstances on the remote end may change or fluctuate occasionally, sometimes without warning. And should the bandwidth become limited, sound and images may grow estranged.

At that point someone's gotta give. And the firetruck — i.e. audio — takes priority. On KUDO, a feature called Audio Fallback ensures that this happens automatically. The minute the network conditions deteriorate below a certain threshold, KUDO imposes a gradual, temporary limitation on the video while keeping audio intact. The video will continue to be visible, but the frame per second (FPS) count will be reduced somewhat, lowering the image resolution for a couple c seconds.

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Spotlight on KUDO Smart Feature: Audio Fallback | KUDO

As satisfactory conditions are restored, so is the ideal FPS. In most cases, the audio-video syncing will not be affected. In rare, extreme situations, the video be slowed momentarily to ensure audio integrity. But once it resumes, full lip-syncing will be reinstated, as before. **You can learn more about audio fallback (https://kudoway.com/features/)** and other tech features of KUDO on our website.

In any event, it is very unusual for such disturbances to last more than a couple of seconds, and with video playing a supporting role, rather than a core role, it will go mostly unnoticed to users — or interpreters for that matter.

So the next time you experience an occasional flickering of the video — if you ever do — rest in the knowledge that help is on its way. Just step up the curb for a second and let that truck go by. Look again, and it will feel like nothing ever happened. Audio will sound as it always has. And the images will regain their usual allure over you.

Have you experienced audio problems during an interpretation event?

How did you handle it? Let us know in the comments below.



(https://www.facebook.com/sharer/sharer.php?u=https://kudoway.com/audio-fallback/)



(https://twitter.com/intent/tweet?

text=Spotlight%20on%20KUDO%20Smart%20Feature%3A%20Audio%20Fallback&url=https%3A%2F%2Fkudoway.cc fallback%2F&)



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mini=true&title=Spotlight%20on%20KUDO%20Smart%20Feature%3A%20Audio%20Fallback&url=https://kudoway.cfallback/&summary=Ours+is+a+visual+culture.+Or+so+you+would+think+if+you+look+out+the+window+of+KUDO

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April 2018 | KUDO





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LOCWORLD TOKYO: BEYOND THE ROOM AND ACROSS THE WORLD

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LocWorld Tokyo: Beyond the Room and Across the World | KUDO



(https://kudoway.com/locworld-tokyo-beyond-the-room-and-across-the-world/)

30 APR LocWorld Tokyo: Beyond the Room and Across the World

(https://kudoway.com/locworld-tokyo-beyond-the-room-and-across-the-world/)

- <u> </u>Written by **Ewandro Magalhaes (https://kudoway.com/author/ewandro/)**
- Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), language
- (https://kudoway.com/category/language/), remote interpretation
- (https://kudoway.com/category/uncategorized/remote-interpretation/), simultaneous interpretation
- (https://kudoway.com/category/uncategorized/simultaneous-interpretation/), translation
- (https://kudoway.com/category/translation/)

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LocWorld Tokyo: Beyond the Room and Across the World | KUDO

Call me unlucky, but Tokyo seems to always be exactly opposite to me on the globe, no matter where I am. It was so when I was growing up in Brazil. It is so now relative to my current whereabouts in the heart of New York city. In my mind, Tokyo is really, I mean really far away. And, like most places and cultures far removed from our immediate surroundings, really fascinating and shrouded in mystery, even for the globetrotters among us.

So, when the invitation came for KUDO (https://kudoway.com) to partner up with LocWorld36 (https://locworld.com/events/locworld36-tokyo-2018/), I jumped at the opportunity to go to Japan to deliver a presentation and support a live demonstration of Translation Commons (http://translationcommons.org/), by Jeannette Stewart. As a sponsor, KUDO would stream both presentations live, with real-time interpretation, for the benefit of anyone else who happened to be across the world from Tokyo and unable to attend this great event in person.

Both presentations were scheduled for the same day, April 5th. What follows is a detailed account of a successful experience.

Streaming of my own talk:

Where is Everyone? How Technology is Redefining How and Where we Meet

For my session, we engaged the interpretation system and professionals available in the room, with outstanding results. We basically did what we call a hybrid meeting, with KUDO integrating seamlessly with the AV and conferencing equipment available at the venue. Those on-site had the option of using infrared receivers or their cell phones for the interpretation.

The interpreters worked out of their own booths, using the hardware installed there. We simply streamed their rendering up to the KUDO cloud. As a result, anybody following outside of the meeting could follow the full presentation, being able to choose between Floor, Japanese or English. All the switching was done by the interpreters and automatically captured by KUDO. The system was totally transparent (invisible) to the interpreters and the attendees in the room.

Despite the time zone difference – 13 hours to the Americas, 8 hours relative to Europe and Africa – streaming increased attendance by 30%, with people connecting from places as far as Sao Paulo and San Francisco and as close as Kuala Lumpur. Those sitting remotely could follow from their computers or smartphones, and reported a strong audio and video experience for the 45 minutes the talk lasted. The local interpreters did a wonderful job.

The talk was very well received, but locally and remotely.

Streaming of Jeannette's talk:

A Digital Collaboration Platform Transforming the Language Industry

For Jeannette's session there were no booths or conferencing equipment in the room, so interpretation was done remotely. A team of KUDO Certified interpreters connected from Manchester and London in the UK and Madrid, in Spain. The languages were Japanese, German and Spanish.

This time the interpretation was done by KUDO as a standalone platform, with those following at a distance being able to hear both the floor and the interpreted languages as they pleased. Video signal was strong throughout the presentation, even on cell phones. So was audio on all channels.

I was in the room and played the role of operator. Among other things, I was supposed to have changed the slides, to make them match the progression set by Jeannette. But I was so mesmerized by how smooth everything was running that I confess I got behind on the slides. Mea culpa. Mea maxima culpa!

This would not have happened had we use one same computer for the presentation and KUDO – which was not possible for reasons that extrapolate the limits of this blog.

About 35 people signed up to follow Jeannette's engaging presentation. The time difference was even more of an issue for Jeannette, as her presentation came later in the day (i.e. later in the night for those in the Western hemisphere). Yet streaming meant an audience twice as big as the one gathered in the room.

I was very proud at what we had accomplished. And more so at the impeccable work done by Barbara Werderitsch and Jan Rausch (German), Rie Hiramatsu (Japanese), Susana Rodriguez (Spanish), our intrepid interpreters.

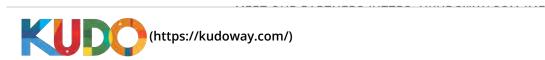
Lessons Learned:

- The technology proved its value and succeeded in taking the full content of those two sessions through the walls, beyond the room and across the world.
- Those following the meetings remotely could easily and comfortably do so, in any of the languages offered, on their computers as well as their smartphones.
- I feel privileged to have been there, and for LocWorld's and Translation Commons' trust in KUDO.

Granted, Japan continues to be really, I mean really far away. But with KUDO it looks and feels like it's just a click away!

May 2018 | KUDO

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KUDO V2.0: SIMPLY AWESOME!

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KUDO v2.0: Simply Awesome! | KUDO



(https://kudoway.com/kudo-v2-simply-awesome/)

17 MAY KUDO v2.0: Simply Awesome!

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KUDO v2.0: Simply Awesome! | KUDO

A Written by Ewandro Magalhaes (https://kudoway.com/author/ewandro/)

(https://kudoway.com/category/language/), linguists (https://kudoway.com/category/linguists/), onboarding (https://kudoway.com/category/onboarding/), remote interpretation

(https://kudoway.com/category/uncategorized/remote-interpretation/), simultaneous interpretation (https://kudoway.com/category/uncategorized/simultaneous-interpretation/)

What do you call an online meeting attended by ca. 100 people on four continents with live simultaneous interpretation in six languages done by interpreters in seven different countries?

Call it what you want. But make sure the word *awesome* is part of your label. That's exactly what we and others think KUDO's v2.0 launch on May 8th was: simply awesome! Here's why.

KUDO v2.0: From Conference Room to Boardroom

Since coming to market in September of 2017, KUDO has earned a name for itself as a stable feature-rich platform for multilingual conferences. As long as you had one speaker addressing a large audience — in true lecture style –, KUDO was (and is) ready to help you take your message beyond any geographic and language barriers.

In plain English, that means, simply: you can present from anywhere on the planet, speaking any language you please, addressing people anywhere else in their own mother tongue through interpreters working off-site. Well... maybe not so plain. But amazing nonetheless.

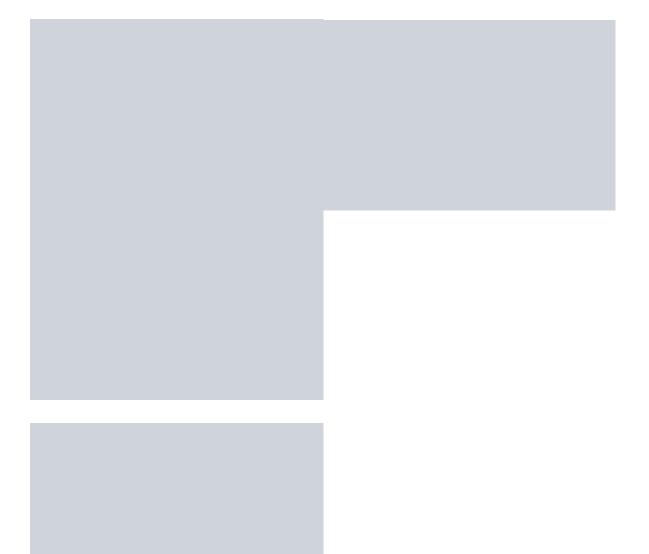
On May 8th, 2018, KUDO became that and something else. At 11 a.m. EST, an panel of industry experts met on KUDO to for the release of KUDO's version 2.0 and to exchange ideas on the new technological changes that are sweeping the language industry.

Speaking from different cities in the U.S., moderator **Renato Beninatto** (https://www.linkedin.com/in/renatob/), InterpretAmerica's Katharine Allen (https://www.linkedin.com/in/katharine-allen-18b9b56/) and Media Vision's Annabelle Gazzo (https://www.linkedin.com/in/annabellegazzo/) joined Fardad Zabetian (https://kudoway.com/team/fardad-zabetian/) and Ewandro Magalhaes (https://kudoway.com/team/ewandro-magalhaes/) in an hour-long interactive debate. Panelists spoke French, Spanish, Portuguese and English as they pleased, and were interpreted into these four languages and another two (Japanese and Italian) in real-time.

KUDO v2.0: Simply Awesome! | KUDO

Following through their smartphones or computers, from the comfort of their homes or offices, nearly 100 people (95, to be precise) felt as though they were in the same room as the panel. They could hear everything that was said in a language of their choosing, and they could toggle between the live video of an active speaker and the slides being shown. Thumbnails of the five panelists were visible at all time, with perfect synchronization between image and sound.

The meeting ended with a Q&A session where attendees could request to be recognized and ask their questions live, through a video call, in any of the languages available and from wherever they happened to be.



Every remark was simultaneously interpreted in all languages by interpreters working out of KUDO studios in Santiago de Chile, Mexico City, Washington, D.C. New York and Toronto. Content was also rendered into Japanese and Italian by KUDO Certified interpreters in London and respectively.

https://kudoway.com/kudo-v2-simply-awesome/

KUDO v2.0: Simply Awesome! | KUDO

We would like to recognize them individually for their excellent work:

Rebecca Clingman (https://www.linkedin.com/in/rebecca-clingman-5708367b/), French, D.C. Violaine Tourny (https://www.linkedin.com/in/violaine-tourny/), FR, Toronto Jorge Perez (http://george.cl), SP, Chile

Janeth Becerra (https://www.linkedin.com/in/janeth-becerra-gonz%C3%A1lez-93210357/), SP, New York

Thomas Norton (https://www.linkedin.com/in/thomas-norton-35a89339/), EN/PT, D.C. Camilla Pohl (https://www.linkedin.com/in/camilla-pohl-05288212b/), PT, Mexico Rié Hiramatsu (https://www.linkedin.com/in/riehiramatsupublic/), JP, London Alessandra Checcarelli (https://www.linkedin.com/in/alessandracheccarelli/), IT, Rome

A Multilingual Online Collaboration Tool. At last!

KUDO version 2.0 keeps the conference functionality of v1.5 while introducing a sleek new user interface featuring a bigger video window and picture-in-picture capabilities. The platform now offers support to multiple speakers. You can join meetings as easily as you would on Zoom, Skype, GotoMeetings and others, only with a stronger audio and video experience and, of course, with built-in language capabilities that immediately increases your global reach.

Participants can share their screen, distribute documents, exchange messages and engage in polls with results shown instantly in numeric and graphic formats. They can engage with their partners and prospective clients in their own language, at a fraction of the cost and in half the time.

In the wake of the launch event, two magazine reports came out that greatly capture the beauty and functionalities behind KUDO v2.0:

Article in the Meetings & Conventions magazine (http://www.meetings-

conventions.com/News/Meetings-Technology/Multilingual-Web-Conferencing-Platform-Kudo-2-0-meetings-technology/).

Article in the AV Network magazine (https://www.avnetwork.com/news/kudo-looks-to-helpenterprises-break-down-language-barriers).

KUDO provides the platform and a pool of trained interpreters. It provides a growing network of partners and KUDO certified studios with a controlled environment for greater quality assurance. And you can have your meetings recorded and replayed from your very smartphone any time in the future, in any of the languages available at the original event.

So, call KUDO 2.0 what you want. But if that is not awesome, I'm reaching for my dictionary Privacy-Terms

October 2018 | KUDO





OCTOBER 2018

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KUDO Welcomes Atlas LS | KUDO



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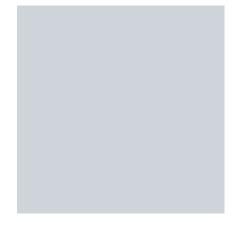
•4 • ct KUDO Welcomes Atlas LS

(https://kudoway.com/kudo-welcomes-atlas-ls/)

<u>A</u> Written by Ewandro Magalhaes (https://kudoway.com/author/ewandro/)

Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), language (https://kudoway.com/category/language/), partners (https://kudoway.com/category/partners/), remote interpretation (https://kudoway.com/category/uncategorized/remote-interpretation/), studios (https://kudoway.com/category/studios/)

KUDO is all about collaboration, and **collaboration is all about partners** (https://kudoway.com/meet-our-partners). That's why few things makes us happier than to welcome a new partner into the business.



Atlas Language Services (https://atlasls.com/), a specialized Language Solution Provider, is the newest addition to a growing network of KUDO partners. (https://kudoway.com/meet-our-partners) We're here to celebrate their arrival and share a bit of their story.

Atlas LS (https://atlasls.com/) brings over 27 years' experience to the conference & events sector. With its prestigious lineup of clients, which includes Vatican City/Pope Francis and several Fortune 100 companies, Atlas is one of the leading conference and event language companies in North America.

Founded in 2000 by two industry-insiders and interpreter certification advocates, the company is a one-stop shop for all translation and interpretation needs, with KUDO just being added to the array of solutions they are ready to implement from their beautiful Studios in the Chicago area.

Kevin McQuire

I am very excited to embrace the new technology that is emerging with KUDO. We expect to see great things as this platform only continues to evolve.

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Jen Alvarez

With our new state-of-the-art KUDO Studio in Chicago, we can support up to 10 languages in meetings anywhere in the world.

Atlas' modular capability, and large equipment inventory, allows them to expand their KUDO Studio as dictated by the needs, and with KUDO they are now more prepared than ever to service meetings anywhere in the world.

We are very proud to welcome Atlas Language Services as our newest **KUDO partners** (https://kudoway.com/meet-our-partners).

At KUDO we're very proud of **our partners (https://kudoway.com/meet-our-partners)**. And you can become one, too. **Contact us today (https://kudoway.com/contact)**, and come aboard.



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② Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), partners (https://kudoway.com/category/partners/), remote interpretation

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(https://kudoway.com/category/studios/), Uncategorized (https://kudoway.com/category/uncategorized/)

Are you on your way to the NOLA, for the **59th Annual Conference of the American Translators** Association (http://www.atanet.org/conf/2018/) (ATA)?

So are we!

KUDO is a proud sponsor at the **ATA Annual Conference (http://www.atanet.org/conf/2018/)** this year, so look for our booth in the trade show.

Please come see us. We'll be running 10-minute flash demos throughout the conference, to show you everything you need to know about the latest technological innovation in interpreting since the Nuremberg trials.

Here are a few more reasons why you should stop by:

To say hello and touch base, if you are already a partner;

- To learn about the advantages of becoming a KUDO partner;
- To test drive KUDO as an interpreter, during our flash demos;
- To try out KUDO and let yourself be wowed;
- To get all the information you need to become KUDO partner;
- To sign up as a KUDO Studio owner;
- To learn how to become a KUDO Certified interpreter

To enter three chances to win a **professional-grade**, **ISO compliant Logitech USB Headset** (https://amzn.to/2R18ea6)

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Attending ATA 59? Come see us | KUDO

If you are in interpreter, please make arrangements to watch Ewandro Magalhaes (/team/ewandro-magalhaes/)' presentation on Saturday, October 27th, at 3:30 pm in the Studio 9 room. In this talk, the 7 Things a Chief Interpreter Wishes You Knew (https://tools.eventpower.com/agenda/presentation_detail?show_id=1708&id=756162), he will share specific, actionable advice that is guaranteed to bring you more numerous and more meaningful assignments, with immediate effect.

Ewandro is our VP of Communications, and a seasoned conference interpreter and former chief interpreter in the United Nations system, with over 27 years of experience. He will be around the booth for the whole day on Saturday, and he would love to get to meet as many of you as possible.

Come in for the full KUDO experience and find out why we're leading the way to a whole new era of interpreting of greater inclusion, accessibility and market opportunities for all.

Meet us in the KUDO cloud. Come claim your KUDO badge!



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text=Attending%20ATA%2059%3F%20Come%20see%20us&url=https%3A%2F%2Fkudoway.com%2Fattendingata-59-come-see-us%2F&)

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American Translators Association (https://kudoway.com/tag/american-translators-association/), ATA (https://kudoway.com/tag/ata/), cloud-base (https://kudoway.com/tag/cloud-base/), interpreting

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January 2019 | KUDO

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Ring in 2019 with KUDO v2.5 | KUDO



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<u>A</u> Written by Ewandro Magalhaes (https://kudoway.com/author/ewandro/)

Categorised Interpreters (https://kudoway.com/category/uncategorized/interpreters/), new release

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product (https://kudoway.com/category/product/), remote interpretation

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(https://kudoway.com/category/uncategorized/)

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Ring in 2019 with KUDO v2.5 | KUDO

As we ring in 2019, we wanted to thank you for being with us in 2018. And what better way to do that than to introduce a new major milestone in KUDO: our all-new version 2.5, developed to the exact specifications and requests you have generously shared with us.

For starters, version 2.5 is a complete makeover of the look and feel of our mobile app user interface for both Android and iOS. Colors now more closely resemble those of the web interface, and the navigation has been revisited to ensure greater functionality and user-friendliness. It looks better and feels smoother. Scroll down for a few pictures.

But our new release goes way beyond good looks. We have introduced new features and corrected a few inconsistencies across the platform. Here are some of the new features in v2.5:

Easier Onboarding

Clients can now create **ad-hoc meetings** on the go and have participants **join with one click**, through a link. This greatly simplifies the onboarding procedure and drastically reduces the possibility of user errors.

Participants can also join a meeting by entering a numeric **Session Id** directly on the app. This adds comfort to users as they leave and later rejoin a session. The numeric format has also been redesigned, without letters and/or dashes.

Enhanced Mobile Experience

Mobile users now see their own image when they activate their camera.

The **mobile app now includes a thumbnail of the speaker** along with the slides also when in portrait orientation (before, that was only possible in landscape mode)

KUDO now allows **biometric login**, where participants to clear themselves into KUDO using their fingerprints on iOS or Android.

Broadcast Mode

We have created a simplified version of KUDO that limits the user experience to just three features: audio, full-screen video, and a language selector. This is ideal for mass streaming of multilingual content where no interaction is expected. It makes KUDO easier and lighter on the network.

Here's what else is new:

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Cool Added Features for Interpreters

Keyboard shortcuts

In version 2.5, interpreters can quickly mute their microphone, toggle between channels, open their chat windows and activate their mic without touching the mouse. They can keep their eyes on the screen and their hands on the controls the entire time.

Seamless outgoing channel switch

In the new version, **interpreters no longer need to reactivate their microphones** every time they change their outgoing channel. This will prevent many user errors in the past while adding speed to language switches.

Special Features to Participants

User-specific Video and Audio Configuration

Tech-savvy clients and operators can now configure video and audio quality parameters such as frames per second, bit rates, and SPL (sound pressure level) in preparation for a meeting. This means KUDO can specify the minimum quality settings and adjust them according to a set of users depending on the strength of their network.

Echo Cancellation

This feature allows participants to join meetings without a headset and sound great without any audio feedback.

More Convenience to Operators

Advanced Reporting Options

The new dashboard expands the reporting features available, with detailed statistics broken down by country, technical platform, length of participation, and language with more to come as we roll out version 2.6 in early February.

KUDO User Guide

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21/03/2019

KUDO KUDO] Liare Guille Ring in 2019 with KUDO v2.5 | KUDO

We understand some of the changes we're introducing are a departure from how participants used to interact with KUDO in the past. And to make it easy we've prepared a User Guide, with detailed information on every aspect of KUDO. A non-exhaustive list of contents includes information on connectivity setup, user roles, IT and AV readiness, dashboard operation, etc.

And to make it *extra* easy, we've created an online tutorial to help new clients and partners hit the ground running as they familiarize themselves with the platform. That means you can now learn at your own pace, reviewing a series of videos and documents that will teach you everything you need to know to create your own events, populate them, invite users, set polls, upload documents, control access and more. **Contact us (https://kudoway.com/contact)** for instructions on how to access this invaluable resource.

We have also revised and expanded **our online onboarding tutorial for interpreters** (https://kudo.thinkific.com/courses/Onboarding) to reflect the new functionalities we're rolling out. If you have not yet tried it, be sure to give it a try and expand your work possibilities in 2019.

Just the Start

As proud as we are of our all-new version 2.5, we know it will not last long. Version 2.6 is around the corner, and 2.7 is already being groomed to come after that. In fact, v3.0 will be released in Q1 of 2019, as KUDO strives to respond as fast and accurately as possible to your suggestions and feedback.

Keep them coming. And stay tuned for more as the weeks and months of the new year roll in.

Contact Us for a Demo

https://kudoway.com/ring-in-2019-with-kudo-v2-5/

Ring in 2019 with KUDO v2.5 | KUDO

If you haven't yet tried KUDO v2.5, please **contact us today to schedule a demo** (https://kudoway.com/contact). You can also **sign up to watch our next public event** (https://kudoway.com/stage/being-woman) this month in the KUDO Global Stage series. Admission is free.

Curious About KUDO's New Mobile App Looks? Here's a sneak peek:





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21/03/2019

Ring in 2019 with KUDO v2.5 | KUDO







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AIIC INTERPRETERS TAKE KUDO FOR A TEST DRIVE IN LONDON

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^{23 JAN} AllC Interpreters Take KUDO for a Test Drive in London

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- A Written by Laura Rios (https://kudoway.com/author/laura-rios/)

On January 12-13, 2019, PRIMS, the Private Market Sector of the International Association of Conference Interpreters (AIIC) **met in London (https://aiic.net/page/8724/-remote-interpreting-the-next-big-thing/lang/1)** to present its members with a unique opportunity: coming face to face with providers of Remote Simultaneous Interpretation (RSI).

The timing could not have been better. Remote interpretation is a new trend that brings about much excitement and a great deal of concern over the unknown implications of this gamechanger.

KUDO was one of the six platforms invited to get their technology in front of interpreters who, in turn, were able to try the different solutions and share their opinions and wish list directly to the providers. All amid a very collaborative atmosphere.

One of the sessions was dedicated to reviewing the results of a series of tests carried out by the AIIC Technical and Health Committee. These aimed at determining the degree to which the six platforms in attendance comply with ISO standards 20108/20109.

The study acknowledges that positive steps have been taken by all the platforms to significantly improve their product during the past year and their effort to comply with the relevant ISO standards. Details will soon be made public, providing RSI platforms with one more opportunity to adjust their specs accordingly.

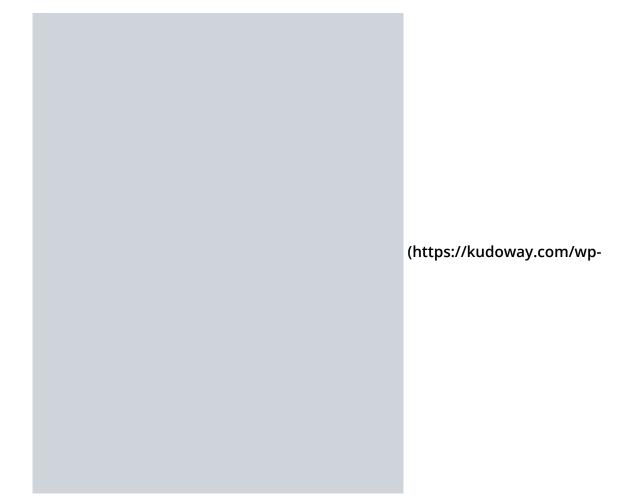
Another highlight of the conference was the AIIC Guidelines on Distance Interpreting (https://aiic.net/p/8734), published a few days before the meeting and reviewed in London. The document reflects the great efforts done by AIIC to ensure proper working conditions for interpreters and safeguard their wellbeing.

Distance interpreting unveils substantial market opportunities, and cooperation among providers can only bring positive results, as it allows us to more effectively address a global need: more multilingual content.

Many meetings and conferences still force participants to struggle in a foreign language – usually English – because the logistics and investment required to hire interpreters and lease conventional conferencing equipment are out of reach to many. RSI holds the promise of a more affordable solution that could benefit all parties.

On day one, each RSI provider was given 10 minutes to introduce their technology and what made them different. Interpreters were then asked to sign up to test drive up to two platforms of their choice, in 10-minute slots, over a period of six hours the following day.

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content/uploads/2019/01/KUDO-Interpreter-CheckList.png)

On day two, a group of nearly 180 interpreters took turns trying the six platforms. KUDO clocked non-stop activity, with as many as 60 interpreters moving in and out of its booth. To make the comparison fair, all providers were streaming the same source of speeches, delivered by interpreting colleagues from a state-of-the-art studio in Hamburg.

KUDO also provided interpretation remotely, from New York and London, interpreters could experience the relay function. Also, the colleagues who agreed to try KUDO were given a sheet with boxes to check as they went, to make sure they'd experience KUDO's many features.

The conference closed with an insightful debate, where interpreters could speak their mind freely and voice concerns over a wide range of issues, as follows:

Confidentiality

Interpreters are bound by the strictest secrecy. Consequently, they take the issue of confidentiality very seriously, and they were interested in knowing how the dif RSI platforms ensure that data remains confidential.KUDO reiterated it implen

a vast array of security features (https://kudoway.com/features/#sec) to ensure all of the data transiting the platform is encrypted from end to end. This includes video, audio, chat, and documents. It also provides ways for users to control access to specific participants and to never any personally identifiable information.

Interpreter liability

Interpreters harbor the fear that they may be unfairly held responsible for technical issues such as a dropped connection on the remote end. This is crucial for our colleagues, as their reputation is directly linked to their track record in the booth. For obvious reason, they don't want that reputation tarnished by glitches over which they have no control.

Resolving this issue is a must if interpreters are to give distance interpreting a try. KUDO understands these concerns and works proactively to ensure that business interruptions and technical failures are minimized or eliminated.

KUDO is also adamant in suggesting that interpreters do not work from home. In such uncontrolled environments, the unexpected can always happen. Instead, KUDO encourages interpreters to work out of a KUDO Studio (https://kudoway.com/blog/page/2/) whenever possible. Eleven of such hubs are already in operation in the Americas, with another two being launched this week in Europe.

The studios feature a set of ISO-compliant booths, for total peace of mind, redundant Internet connectivity, power surge protection and a technician on stand by, for complete peace of mind. Interpreters willing to set up their own studios can rely on KUDO to provide detailed specifications. Here's a good video review of a KUDO Studio in Washington, DC (https://kudoway.com/review-of-kudo-washington-dc-studio/).

KUDO also works directly with clients to make them aware of the limits of an interpreters' responsibility. This is done through a series of preemptive disclaimers aimed at protecting the reputation of interpreters.

The PRIMS meeting of London (https://aiic.net/page/8724/-remote-interpreting-the-next-bigthing/lang/1) was unique in that it provided valuable independent feedback on aspects affecting all part of the RSI spectrum. It goes to show that the AIIC (https://aiic.net) understands that Distance Interpretation is a reality and that the Association needs to do its best to move conference interpreters and RSI platforms towards the ultimate goal: overcoming language barriers globally. No-one should ever be forced to speak a foreign language that limits thei to communicate in a context where stakes are high.

KUDO enormously appreciates AIIC's help in setting the standards for RSI, and it supports the way in which the association is approaching the future of the interpreting profession. By including not just interpreters but also providers in the conversation, AIIC ensures that all parties will be sensitive to each other's needs and concerns and respond to them more constructively.

And I felt privileged to be there in my capacity as KUDO's Interpreter Outreach Assistant.

Were you one of the AIIC Interpreters present at the PRIMS meeting in London?

Did you have a chance to try KUDO? Please share your impressions.



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3 COMMENTS

MAURO LANDO (HTTP://WWW.PROZ.COM.PROFILE/3453), FEBRUARY 16, 2019

Reply

Dear Laiura Rios, Ewndro my warmest congratulations to both. I read attentively this story and I was at the same time glad and relieved to see that what could have been a major obstacle for RSI - that is, acceptance by AIIC - seems to have been overcome. I foresee a brilliant future for RSI and alhtough I am no loger a member, I congratulate AIIC for the initiative.

EWANDRO MAGALHAES, FEBRUARY 18, 2019 Reply

Thank you for stopping by and leaving your comment, Mauro. AllC has been very active in exploring the new landscape. The association is adding a lot of value to this discussion.

LEAVE A COMMENT

Leave a Reply

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NAME *

Le premier studio européen de KUDO | KUDO



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Le premier studio européen de KUDO

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A Written by Sebastien Jane-Aluja (https://kudoway.com/author/sebastien/)

Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), Interpreters (https://kudoway.com/categorized/interpreters/), language

(https://kudoway.com/category/language/), new release (https://kudoway.com/category/new-release/), remote interpretation (https://kudoway.com/category/uncategorized/remote-interpretation/), simultaneous interpretation (https://kudoway.com/category/uncategorized/simultaneous-interpretation/), studios (https://kudoway.com/category/studios/), Uncategorized (https://kudoway.com/category/uncategorized/)

Paris, siège du premier studio européen de KUDO.

24 JAN

Le premier studio européen de KUDO | KUDO

Après avoir ouvert neuf studios d'interprétation sur le continent américain au cours des deux dernières années, KUDO s'implante en Europe ! Ce nouveau studio vient tout juste de faire ses premiers pas à Paris, en France, et promet d'être le premier d'une longue série à venir.

KUDO est une plateforme basée sur le cloud supportant aussi bien des colloques *in situ* que des vidéoconférences en ligne, et ce, dans n'importe quelle langue. Autrement dit, qu'il s'agisse d'une réunion multilingue en petit comité où chacun peut prendre la parole ou d'une conférence magistrale diffusée dans le monde entier, KUDO permet aux intervenant-e-s de s'exprimer dans leur propre langue.

Pour cela, KUDO n'a de cesse d'inaugurer de nouveaux espaces de travail, afin que les interprètes qui accompagnent chaque évènement œuvrent dans les meilleures conditions.

Les standards des studios KUDO

Concrètement, les studios KUDO se composent d'un ensemble de cabines d'interprétation installées de manière permanente dans une salle de conférence, comme c'est à présent le cas à Paris.





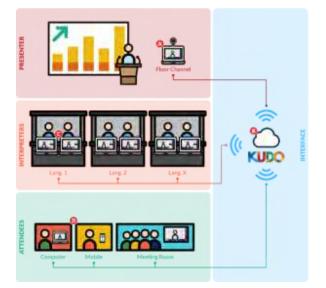
D'une part, la salle est équipée de la toute dernière technologie **TAIDEN (http://taiden.com)**, avec notamment des microphones push-to-talk et des caméras intelligentes avec contrôle de mouvements et de déplacements. D'autre part, les cabines sont strictement conformes aux normes ISO et capables d'accueillir jusqu'à trois interprètes qui disposent ainsi d'un matéri très haute qualité garantissant des entrées audio et vidéo HD limpides à tout moment.

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Le premier studio européen de KUDO | KUDO

La connexion à large bande filaire, la redondance Wi-Fi complète et la présence d'un technicien pendant toute la durée de l'événement assurent aux organisateurs et aux interprètes la tranquillité d'esprit dont ils ont besoin pour pouvoir se concentrer sur ce qu'ils font de mieux : transmettre des propos à une audience multilingue.

Enfin, les participant-e-s bénéficient de la même qualité qu'ils se connectent depuis leur téléphone portable, leur tablette ou leur ordinateur, sur place ou partout ailleurs.



La souplesse du modèle KUDO

Cet espace modulable rend également possible l'ajout de cabines et donc de langues afin de s'adapter au mieux aux besoins de chaque évènement. Il peut également accueillir plusieurs évènements multilingues en parallèle, qu'ils se tiennent en son sein ou à l'autre bout du monde !

Considérons à présent certains cas de figure les plus fréquemment rencontrés et imaginons que vous disposez déjà d'un espace de conférence. Vous pouvez alors intégrer KUDO à votre système conventionnel afin d'envoyer le signal audio-vidéo à votre <u>studio (https://kudoway.com/meet-our-partners/)KUDO le plus proche (https://kudoway.com/meet-our-partners/)</u> qui sera reçu et interprété dans les langues de votre choix avant d'être renvoyé à tous les participant-e-s.

Si vous ne parvenez pas à trouver une langue spécifique requise lors de votre évènement, vous pouvez très simplement faire appel à n'importe lequel de nos studios KUDO partenaires qui vous garantiront une qualité supérieure et des conditions optimales.

Sans oublier que si vous disposez déjà d'un espace de conférence et de cabines d'interprétation, KUDO vous permet de diffuser en direct votre message à des centaines de personnes conr depuis leur propre dispositif. Fini les soucis de logistiques !

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Tourné vers le futur

KUDO est soutenu par une équipe de professionnels cumulant plus de 40 ans d'expérience dans les domaines de l'interprétation de conférence, de l'ingénierie logicielle et du matériel audio et vidéo de conférence. Voici d'ailleurs ce qu'en pense le PDG et créateur de KUDO :

L'interprétation est un travail d'équipe. Rassembler les interprètes dans les studios KUDO est grandement recommandé. Le Studio KUDO à Paris est le premier d'une longue série en Europe à travailler en partenariat avec des prestataires et des agences de services linguistiques.

Fardad Zabetian | CEO

KUDO souhaite en effet étendre son réseau de studios partenaires en Europe et partout dans le monde. **Contactez-nous dès aujourd'hui (https://kudoway.com/contact)** pour devenir un partenaire certifié KUDO. Nous vous aiderons à mettre en place et à exploiter vos propres studios n'importe où sur la planète.

Êtes-vous à Paris? Venez connaître notre Studio à Paris. Il faut juste nous contacter (https://kudoway.com/contact)



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KUDO Opens First European Studio | KUDO





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KUDO Opens First European Studio | KUDO



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^{25 JAN} KUDO Opens First European Studio

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A Written by Sebastien Jane-Aluja (https://kudoway.com/author/sebastien/)

 Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), Interpreters

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 (https://kudoway.com/category/uncategorized/remote-interpretation/), simultaneous interpretation

 (https://kudoway.com/category/uncategorized/simultaneous-interpretation/), studios

 (https://kudoway.com/category/studios/), Uncategorized (https://kudoway.com/category/uncategorized/)

After the opening of nine studios in the Americas over the past two years, KUDO comes to """ with its first European Studio! The new hub — the first of several studios planned for Europ fitted with state-of-the-art equipment and amenities.

2/11

KUDO-Kudos00263

KUDO Opens First European Studio | KUDO

KUDO is a cloud-based multilingual collaboration platform for meetings of all sizes. The platform supports both live events and web conferencing in multiple languages. From small multilingual committee meeting to an online webinar to an all-hands meeting, KUDO allows individuals and business to engage and express themselves in their native tongue.

KUDO Studio Standards

KUDO Studios each consist of a physical conference room equipped with permanently installed interpretation booths. The setup follows a rigorous set of specifications a detailed blueprint defined by KUDO.



To ensure the highest possible quality, and to extend interpreters premium working conditions, each hub is fitted with the latest **TAIDEN (http://www.taiden.com/)** conferencing technology, including push-to-talk microphones and an intelligent tracking camera system. The interpreter booths comply with all relevant ISO standards and can sit up to three interpreters. Interpreters have plenty of space for materials, with printing facilities available on premises. They also enjoy constant support by a trained technician and the company of a boothmate. The technology in place ensures the highest possible quality of audio and video at all times.

Double wired broadband connectivity and full Wi-Fi redundancy, grants additional peace of mind to event organizers and interpreters, who are free to focus a 100% of their attention on what they do best.

A modular concept

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The modularity of a KUDO Studio makes it easy to add more booths and accommodate languages as the needs dictate. One same hub can service different multilingual events at the same time.

KUDO Opens First European Studio | KUDO

Suppose you already have a conference space for your event. You can still engage KUDO to run in tandem with your conventional system, with the audio-video feed being sent to **your nearest KUDO studio (https://kudoway.com/meet-our-partners/)**. Working remotely, interpreters will render the message into as many languages as needed.

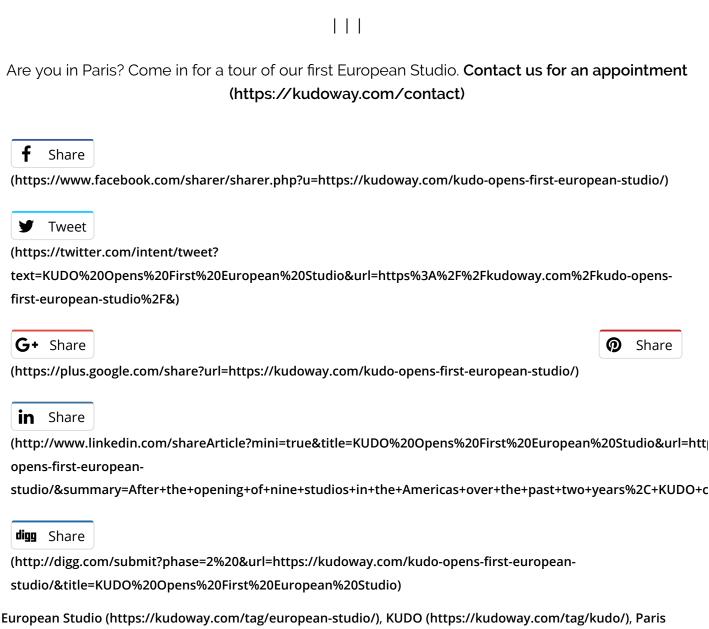
Using their own smartphones or computers, each individual in the audience will follow the meeting with HD video and crisp audio in a language of their choosing.

KUDO can also help you find interpreters for your meetings, or hire them of your behalf. **Reach out to the KUDO Studio of your choice (https://kudoway.com/meet-our-partners)**, and let them help you staff your events.

Now, if you're all set with a venue, interpreters, and equipment for your event, KUDO can still help. We can live stream the full content of your conference to hundreds of individuals way beyond the room, anywhere in the world. And that without extra equipment or additional travel costs.

Forward-looking

KUDO is an industry insider backed by a team of leading professionals with 40 years of combined experience in conference interpretation, software engineering, and conference systems solutions. We understand what makes superior interpretation possible.



(https://kudoway.com/tag/paris/), Paris Studio (https://kudoway.com/tag/paris-studio/)

(https://kudoway.com/contact/) about becoming a KUDO Certified Partner. It is your gateway to international events anywhere on the planet.

Paris is our first European Studio, and one of many to come as we partner with local language

KUDO wishes to expand its network of partner studios in Europe and beyond. Talk to us

Are you in Paris? Come in for a tour of our first European Studio. Contact us for an appointment

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21/03/2019

service providers."

KUDO Opens First European Studio | KUDO

Fardad Zabetian | CEO

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LE DISCOURS DE CLÔTURE DU SALON ISE EN 7 LANGUES

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Le discours de clôture du salon ISE en 7 langues | KUDO



(https://kudoway.com/discours-de-cloture-du-salon-ise-en-7-langues/)

^{27 JAN} Le discours de clôture du salon ISE en 7 langues

(https://kudoway.com/discours-de-cloture-du-salon-ise-en-7-langues/)

A Written by Sebastien Jane-Aluja (https://kudoway.com/author/sebastien/)

② Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), language

(https://kudoway.com/category/language/), simultaneous interpretation

(https://kudoway.com/category/uncategorized/simultaneous-interpretation/)

KUDO fera l'intérprétation simultanée du discours de Tupac Martir en direct

View this post in English (https://kudoway.com/wp-content/uploads/2019/01/KUDO-at-ISE-EN2-1.pdf) | Vea este artículo en Español (https://kudoway.com/wp-content/uploads/2019/01/KUDO-at-ISE-ESP2.pdf)

Pour la première fois, une présentation ISE d'envergure sera interprétée simultanément en plusieurs langues et en libre accès pour tous les participants. Le plus grand salon mondial de l'audiovisuel continue de faire de l'intégration de ses membres sa principale préoccupation et s'adresse maintenant à eux dans leur propre langue. Grâce à la technologie et aux service: d'interprétation fournis par KUDO, les membres du public vont pouvoir choisir parmi cinq

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pour écouter le discours prononcé par Tupac Martir en guise de clôture du salon ISE 2019 (https://www.iseurope.org/2019/kudo-to-provide-live-language-translation-for-ise-closingkeynote/).

Afin de renforcer les liens entre Martir et son public, à savoir les membres multilingues du salon ISE, KUDO leur propose d'accéder librement à la traduction en direct de sa conférence qui sera réalisée par des interprètes professionnels. Autrement dit, il leur sera possible d'écouter Martir en anglais, langue dans laquelle il s'exprimera, et simultanément en espagnol, en français, en italien, en portugais, en chinois, japonais et allemand. Les auditeurs pourront choisir leur langue de prédilection parmi celle proposée, et ce, en toute simplicité depuis l'application intuitive de KUDO.

KUDO est une société technologique fondée par Fardad Zabetian qui est également le PDG de **Media Vision – The Conference Company (https://www.media-vision.com/en/)**(Stand 3-C120). Cette dernière, présente en tant qu'exposant ISE, fournit du matériel de conférence et compte parmi ses clients l'ONU, le FMI et la Banque mondiale. Zabetian entend ainsi, grâce à KUDO, élargir le domaine existant des conférences multilingues en répondant à un besoin croissant du marché international des entreprises en termes de services d'interprétation.

Il souhaite, par là même, rendre les services linguistiques de haute qualité plus accessibles au moyen d'une technologie de pointe basée sur le cloud: *"Le salon ISE rassemble une grande diversité de langues et nous sommes ravis d'accompagner le discours de clôture avec notre plateforme multilingue qui favorise la compréhension et facilite l'interaction. Au sein de KUDO, nous pensons que la technologie et les langues stimulent la créativité et rapprochent les gens. Nous espérons que notre plateforme d'interprétation favorisera le dialogue entre Tupac Martir et son auditoire."*

Allez-vous assister à l'ISE à Amsterdam? Ne manquez pas l'occasion d'essayer KUDO

Contactez-nous (/contact) pour des détails

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LIFE AS AN INTERPRETING INTERN AT KUDO

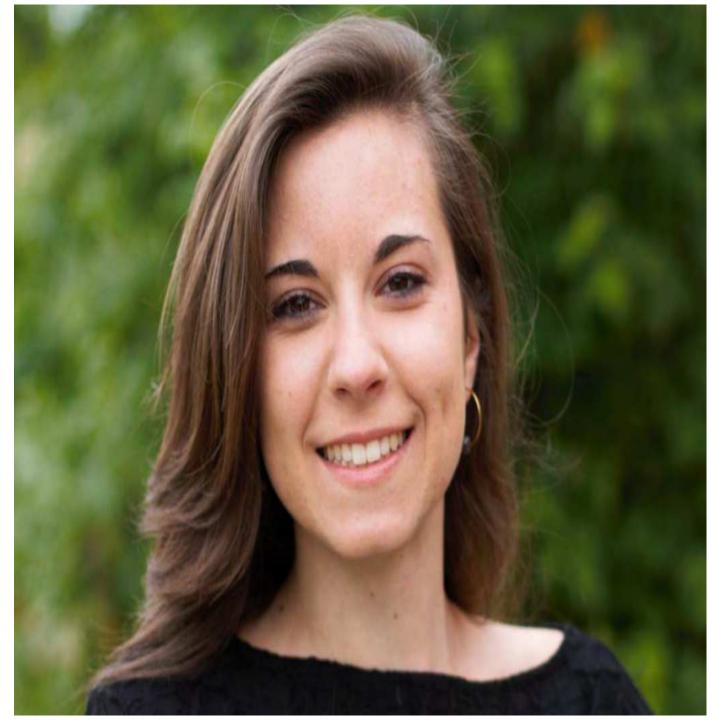
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31 JAN

Life as an Interpreting Intern at KUDO

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A Written by Laura Rios (https://kudoway.com/author/laura-rios/)

Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), Interpreters (https://kudoway.com/category/uncategorized/interpreters/), language (https://kudoway.com/category/language/), remote interpretation (https://kudoway.com/category/uncategorized/remote-interpretation/)

Today is the last day as an intern here at KUDO.

As a freshly graduated interpreter with an MA in Translation and Interpretation from **MIIS** (http://miis.edu), I was eager to learn and to gather experience as fast as possible.

My internship at KUDO has provided me with a unique insight into the language industry and allowed me to do just that. More specifically, into distance interpreting. My primary job was to interpret demos of the platform for potential clients, partners and seasoned interpreters interested in expanding their offerings. The latter were particularly interesting for me.

Conference interpreters who have been in the industry for a long time are used to a completely different way of working. You go to the conference or meeting well ahead of its beginning to familiarize yourself with the venue, find your booth and perhaps get a chance to talk to the speaker. With a bit of luck, you can even get some last-minute material related to the assignment.

You also have a chance to acquaint yourself with your boothmate, organize your papers in the booth, shake hands with the AV support staff and —last but not least— locate the restrooms.

Sitting in front of a computer and accessing the venue through a web-based platform —instead of the protocol I just described— is a game-changer for interpreters. As I enter the interpretation market this new modality is unfolding, and I am willing to adapt with an open mind.

For interpreters accustomed to the old ways, this adaptation could be a lot trickier. That said, the first reaction I get from interpreters experiencing the platform is usually positive.

A platform like KUDO can open up exciting opportunities. What if you are required to interpret at a 10-day conference half a world away, but your delegates only need you to interpret 30-minute daily sessions? What if it is not safe to fly in interpreters because of a natural disaster or the local political situation? These situations may not present themselves every day, but they do occur with increasing frequency in the life of an interpreter.

Now, being on the inside helped me put things into perspective. For starters, I know for a factor KUDO is not attempting to replace a well-established industry. An informal motto in the collis "keep what works." But there are many corner cases where the traditional way of meetings

no longer affordable or feasible.

KUDO is also doing all it can to safeguard the working conditions our profession has managed to impose. The business is driven by interpreters and built in consultation with the interpreting community. That, for an interpreter, is very reassuring.

My internship at KUDO allowed me to discover the many possibilities behind the concept of distance interpreting. It's all about making the most of technological advancements that have come to stay and making sure they play in the interpreters' favor. It is about increasing our understanding and leveraging our power to overcome our own resistance and a few hurdles along the way.

These four months in KUDO gave me a unique insight into interpreting. It allowed me many other experiences that have helped me set my career in motion and start right. One such experience, and a memorable one was the AIIC-PRIMS (https://kudoway.com/aiic-interpreters-take-kudo-for-a-ride-in-london/) meeting in London, on 12-13 January 2019. I was part of the team showcasing KUDO to a pool of nearly 180 interpreters.

For six hours of nonstop activity, our AIIC colleagues had a chance to try six different platforms and address these providers directly. And I was the one partly coaching them on the use of the platform and even providing some relay feed to them. It was an unusually fortunate opportunity to meet and relate in such a way to well-established colleagues.

Experiences like this go beyond the expectations I had before starting this internship, which I consider a priceless asset for my career. I thank the entire KUDO team for giving me this unique opportunity. And I am also grateful to them for placing interpreters at the core of every decision they make.

| | |

Need a great Spanish-English interpreter? Talk to Laura Rios (https://www.linkedin.com/in/laura-rios-cano/)

Fresh out of grad school and looking for a meaningful internship opportunity? **Contact us today!** (/contact)

Would you like to become a Certified KUDO Interpreter? Please complete the Interpreter Journey (https://kudo.thinkific.com/courses/Onboarding)

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4 WAYS TO OPERATE KUDO'S INTERPRETER INTERFACE

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•5 FEB 4 Ways to Operate KUDO's Interpreter Interface

(https://kudoway.com/4-ways-operate-kudo-interpreter-interface/)

<u> </u>Written by **Ewandro Magalhaes (https://kudoway.com/author/ewandro/)**

Categorised Accessory (https://kudoway.com/category/accessory/), interpretation

(https://kudoway.com/category/uncategorized/interpretation/), Interpreters

(https://kudoway.com/category/uncategorized/interpreters/), remote interpretation

(https://kudoway.com/category/uncategorized/remote-interpretation/), simultaneous interpretation

(https://kudoway.com/category/uncategorized/simultaneous-interpretation/)

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4 Ways to Operate KUDO's Interpreter Interface | KUDO

If you've been interpreting long enough, you're probably used to always finding a piece of hardware on your desk as you walk into the booth.

It is the equipment that connects you to the audience in the conference hall and to your boothmates in adjacent booths. It is what allows you to hear and be heard. In time, it has become an extension of your hands.

Despite some significant cosmetic and technological changes endured over the years, the traditional interpreters' console has retained its most basic features almost intact: an on-off mic button, a mute button for short interruptions, a volume slider and a few keys to allow you to select your outgoing and incoming languages.

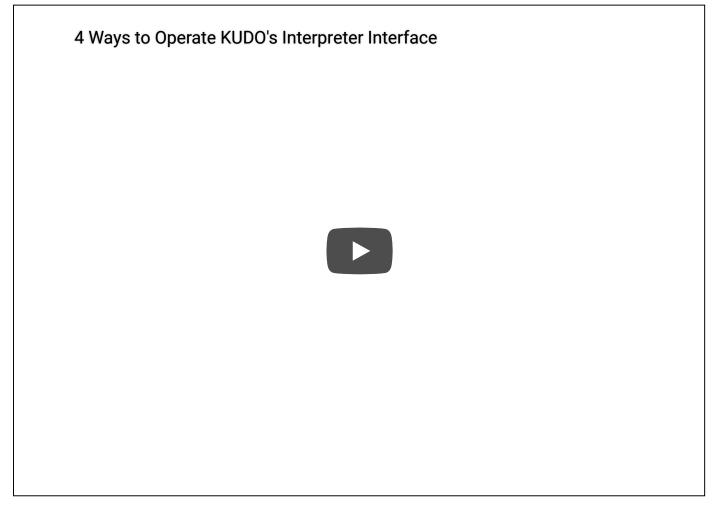
It comes in all shapes and sizes. But it's always been a box, with buttons, bells, and whistles. It is a physical thing you manipulate.

Enter the cloud-based simultaneous interpretation platforms, such as **KUDO** (https://kudoway.com/). And out goes the box. You now find yourself looking at a screen rather than an actual console, with no real buttons to push. And it takes you a while to make sense of this new, soft interface, which for some may feel unnatural. If only you could retain the box...

Well, now you can. Following specific feedback from KUDO Certified interpreters worldwide, we have introduced new ways for you to operate KUDO's interpreter interface. We're also bringing back the hardware console. Well, sort of.

The video below summarizes tells you all you need to know.

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We've retained something for every taste, so you can enjoy KUDO your way!

Which of the four ways most appeals to you? Share a comment to let us know.

Come try KUDO's new Custom Keypad. Contact us.

Not yet a KUDO Certified Interpreter? Take the Interpreter Journey (https://kudo.thinkific.com/courses/Onboarding) today!

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^{12 FEB} KUDO's Analytics Dashboard

(https://kudoway.com/kudo-analytics-dashboard/)

- <u></u>Written by Sebastien Jane-Aluja (https://kudoway.com/author/sebastien/)
- ☐ Categorised Accessory (https://kudoway.com/category/accessory/), new release

(https://kudoway.com/category/new-release/), product (https://kudoway.com/category/product/)

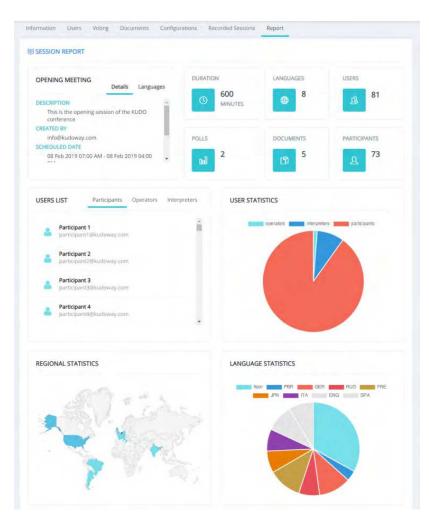
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KUDO's Analytics Dashboard | KUDO

Do you ever wish you could get more insights about your live events or web conferences? Wondering where users connected from or which type of device they used? Need a breakdown of users per language for that report you've been commissioned to write?

Now you can, with **KUDO (https://kudoway.com/)**'s all-new Analytics Dashboard. The new reporting feature of KUDO makes accurate and easy-to-grasp statistics available immediately after a session ends. And the format looks amazing.

The new feature has been designed to support your business performance and planning. It adds to your monitoring and assessment capabilities by turning the raw data collected during your events into precise and manageable data you can work with. This information can be translated into knowledge to improve your practices and add some laser focus to your targeting efforts. It increases your understanding and helps you plan for even better meetings in the future.



Show me the Data

(https://kudoway.com/wp-content/uploads/2019/02/KUDO-Report-Dashboard.png) KUDO's Analytics Dashboard

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KUDO's Analytics Dashboard | KUDO

KUDO provides you with broad statistics such as the length of the meeting, the languages used, and the number of users. It also shows the number and popularity of polls conducted during a session.

The reports offer a comprehensive list of users broken down by role (operators, interpreters, viewers or participants), technical platform of choice. It also plots their location on a map, for ease of reference.

And if you want to dig deeper, the Analytics Dashboard allows you to measure the relevance of interpretation for your particular audience, by showing a breakdown of participants per language used.

By having information about the types of devices used during your meeting, you can improve your marketing strategies by tailoring your campaigns to users of specific digital devices.

An in-depth analysis of poll results broadens your understanding of your audience engagement as well as the relevance of the topics addressed.

All in an easy-to-read analytics dashboard offering simple monitoring and easy extrapolation of data in all shapes and forms. All readily available at your fingertips, in relevant figures, ratios, and colorful graphs.

So wonder no more. Try KUDO at your next multilingual event and happy data mining.

| | |

How do you usually collect information after an event or meeting?

Have you tried KUDO yet? **Contact us (https://kudoway.com/contact)** today to schedule a demo.

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Keep What Works | KUDO

A Written by Ewandro Magalhaes (https://kudoway.com/author/ewandro/)

 Categorised interpretation (https://kudoway.com/category/uncategorized/interpretation/), Interpreters

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 simultaneous interpretation (https://kudoway.com/category/uncategorized/simultaneous-interpretation/),

 studios (https://kudoway.com/category/studios/), Uncategorized

 (https://kudoway.com/category/uncategorized/)

"Keep what works" is our mantra at KUDO. We repeat it several times a day. It increases our focus and helps us see the core from the fringe. It guides our every decision, small and big, from product to marketing to strategy to partnerships.

"Keep what works" helps us stay relevant by changing only what matters. It is also a reminder that the privilege to disrupt rests on the back of time-tested solutions and practices established through years of trial and error. It honors the effort and dedication of those who came before us.

As a technological and forward-looking platform, KUDO loves to innovate. The temptation to disrupt is always there. But so is the risk to over-innovate. Not to change leads to obsolescence. Disrupting to prove a point leads to alienation.

In the last two years since KUDO was born, the keep-what-works philosophy has granted us the clarity to maintain a few important tenets of multilingual communication in general and conference interpreting in particular. These are tenets we at KUDO work hard *not* to disrupt. Interpretation booths are one of them.

The first experiments in simultaneous interpretation had interpreters out in the open –or within the so-called aquariums, i.e., glass partitions providing less-than-perfect sound insulation and privacy. In time, the concept of a soundproof cubicle started to take shape and eventually led to the booths as we know them today. The modern-day interpretation booth is the result of years of experimentation. It is, in and of itself, a disruption and a technological advance.

Although technically possible in KUDO, allowing an interpreter to work from home –or from a hotel room, for that matter– makes it hard to enforce the quality we promise our clients. We lose control over network conditions. Sound insulation becomes debatable, hardware specs are unknown, and the availability of hyperactive dogs or neighbors cannot be discarded. It leads to poor service.

The interpretation booth provides the quiet, the introspection, the convenience required for strenuous cognitive effort imposed by simultaneous interpretation. It also makes teamwor possible, by co-locating a team of interpreters who can exchange notes, keep eye contact and Privacy-Terms

https://kudoway.com/keep-what-works/

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communicate with more than just words.

KUDO understands that need and has brought to the market the concept of a KUDO Studio (/new-kudo-interpretation-studio-washington-dc/), a set of ISO-compliant booths (http://www.media-vision.com/images/stories/Download/Details_Sheets/By_Component/MV-BOOTH-8005_InterpreterBooth_Specs_EN.pdf) equipped with state-of-the-art technology that interpreters can walk into as a team.

Through dedicated **partners in the US and worldwide (/meet-our-partners)**, a growing network of studios ensures that interpreters have the peace of mind to do what they do best.

Interpretation booths work. They matter. As such, they should be kept and used, whenever feasible. On-site as well as remotely.

Here's a video to make you familiar with an ISO-compliant interpretation booth (https://youtu.be/qOOPey99eVg)?

Have you visited a KUDO Studio? Contact us today for a tour (/contact).

Need to lease booths for your next event? **Conference Rental can help** (http://www.conferencerental.com/contact).



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A NO-NONSENSE APPROACH TO MEETINGS

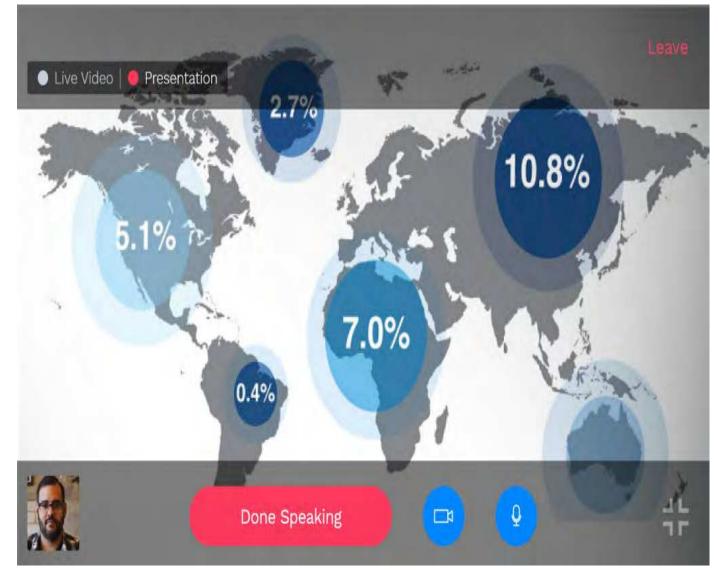
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^{06 MAR} A No-Nonsense Approach to Meetings

(https://kudoway.com/no-nonsense-approach-to-meetings/)

A Written by Ewandro Magalhaes (https://kudoway.com/author/ewandro/)

Categorised business (https://kudoway.com/category/business/), remote interpretation (https://kudoway.com/category/uncategorized/remote-interpretation/), simultaneous interpretation (https://kudoway.com/category/uncategorized/simultaneous-interpretation/), Uncategorized (https://kudoway.com/category/uncategorized/)

In the wake of a 2014 report by an independent research firm, companies with an international client base rushed to have their websites and documentation localized into the languages contained target markets.

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https://kudoway.com/no-nonsense-approach-to-meetings/
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A No-Nonsense Approach to Meetings | KUDO

After surveying nearly 2,500 consumers from non-Anglophone countries in Asia, Europe, and South America, **Common Sense Advisory (http://commonsenseadvisory.com)** concluded that over half (54.2%) of the people will only buy from websites where information is presented in their native language. And the demand for localized content increases to over 60% once you reach into specific countries such as France.

Results are even more telling when one compares the purchasing habits of consumers from different countries. Take Japanese and Spanish shoppers, for instance. The former are four times as likely than the latter to buy from English-only websites. The report title encapsulates it neatly: *Can't Read, Won't Buy.*

That realization is now spreading beyond the written word, as more and more meetings are pushed to the cloud and as business expands further into China, Southeast Asia or Africa. And here a few questions impose themselves: Are people easily persuaded to buy or enter a deal if they are constantly spoken to in a language other than their own? Are companies leaving money on the table for insisting on meeting only in English, or German, or French?

Logic and Emotion

Science —and, again, plain commonsense— seem to indicate so. In his book *Descartes' Error: Emotion, Reason, and the Human Brain (https://amzn.to/2H3DXGu)* neurologist Antonio Damasio sustains that people make logical decisions for emotional reasons. And nothing elicits emotion faster than language —particularly one's own—, as famously noted by Nelson Mandela: "if you talk to a man in a language he understands, that goes to his mind. If you talk to him in his own language, that goes to his heart."

With that in mind, why are most companies still struggling in English-meetings only, despite their international reach? Shouldn't we be localizing our meetings as we have done with our websites for some time now?

We tend to believe that English will get through anything. But anyone who has ever been to Thailand or Vietnam knows how difficult it is to navigate the large metropolitan areas in those countries —or get a cab anywhere— without speaking at least some rudimentary Thai or Vietnamese (or without Google Translate). Now imagine what it takes to close a deal involving hefty sums of money.

The good news is the technology now exists to allow people and businesses to meet in their own language, affordably and conveniently. With as little as a smartphone, tablet or computer you can now participate fully in meetings or make presentations in a language that you fully master

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A No-Nonsense Approach to Meetings | KUDO

be interpreted live by human interpreters operating remotely. Localizing your meetings just became a whole lot easier.

Not convinced? **Contact us today for an online demo (/contact)**. We'll provide the platform and the interpreters, for the full experience. It will make economic, logical sense. And it will also leave you feeling great. Isn't that all you need to make a sensible decision?

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How often do you meet online?

How do you handle your international meetings?

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HOW MUCH DOES KUDO COST?

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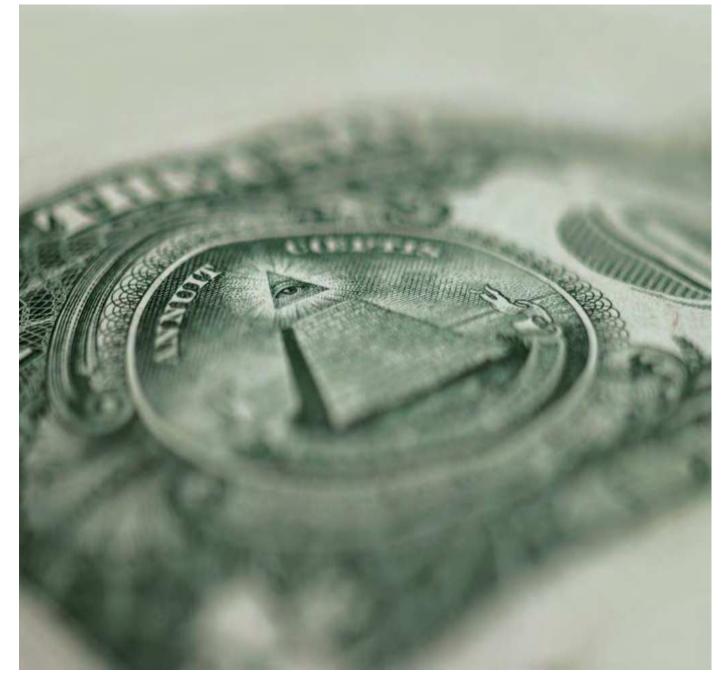
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- <u>A</u> Written by **Ewandro Magalhaes (https://kudoway.com/author/ewandro/)**
- Categorised business (https://kudoway.com/category/business/), remote interpretation
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How Much Does KUDO Cost? | KUDO

As more clients consider KUDO as a cloud-based solution for their meetings, a few common questions arise on our pricing and business model. An enquiry we hear often is: How much does KUDO cost? And as is the case with everything in business, the answer is... *It depends*.

Here's why:

KUDO basically offers two products, namely KUDO for Web Conferencing and KUDO for Live Events.

KUDO for Web Conferencing (/kudo) relates to a decentralized meeting topography where the parties to a conversation are scattered through different offices, in different locations. This could be a series of salespeople joining a meeting through their smartphones. It could also be a series of international offices to one same organization joining from conference rooms worldwide. These are mostly virtual meeting hosted over the Internet lasting anywhere from 20 minutes to a few hours, typically.

KUDO for Live Events (/kudo-events) relates to a situation where at least part of the participants are physically gathered in one location to attend an on-site conference. This could be a public product release, a press conference, a medical congress or a drafting session, to name a few examples. In this scenario, KUDO could be used to stream the content of the meeting to an overflow room next door or hundreds of miles away. Attendees will bring and use their own portable devices as a video and audio receiver during the session.

In both cases, KUDO allows any speaker, attendee, interpreter or operator to join from a remote location and participate fully in the meeting. And in both cases, a menu of different languages can be offered for people to choose from.

Yet no two meetings are alike and in order to offer you a quote that will match your budget, there are a few things we need to know:

For live events, we would need, *ad minimum*, the following questions answered :

- 1. What is the date and time of your meeting?
- 2. What are the languages you would like covered?
- 3. Will you provide the interpreters, or should KUDO quote them, too?
- 4. How many people do you expect will attend on-site? Of those, how many will require interpretation?
- 5. Will anybody join or follow the meeting remotely (i.e., from a place other than the site of the event)?

For Web Conferences, questions 1 through 3 above continue to apply, but we will need you us a bit more:

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- 1. How long is your event intended for?
- 2. Is it a one-off event, or do you anticipate a series of similar events over time? If so, how many more events are planned?

Web conferencing events will be charged per usage time (packages of hours). The more hours you buy, the less expensive they get.

Live events will be billed according to the actual number of connected users, languages, etc. The keyword here is 'actual.' With KUDO, the number of connected users will be adjusted after the event, to ensure you pay only for those who did use the service.

In any event, including the information above in your quote request will also ensure that you pay exactly according to your needs. It will also greatly expedite the process of obtaining a quote.

Have a multilingual coming? Contact us today for a quote (/contact)

Have slightly different needs? Schedule a time for a demo (/contact) and consultation



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<u> </u>Written by **Ewandro Magalhaes (https://kudoway.com/author/ewandro/)**

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It is now official: KUDO has signed up a new studio in Europe, in the heart of Athens. Owned and operated by Haris Ghinos, of **ELIT Language Services (https://www.interpreters.gr/en)**, the new hub harnesses the vibrant energy of one of the world's most significant cultures.

ELIT Language Services is the largest provider of conference interpreting services in Greece. It specializes in high-end language services and caters to the most demanding segments of the European market.

Privacy - Terms

21/03/2019

Greek to Me! KUDO comes to Athens | KUDO

Founded in 2008, the company is a preferred provider of international organizations like the European Commission, the United Nations, the IMF, and others. It also enjoys the trust of the Greek government, the Ministry of Foreign Affairs, the Presidency of the Republic and the Hellenic Parliament. ELIT is ISO 9001:2015 and ISO 17100:2015 certified.

One of the most *antique* Indo-European languages, Greek is often thought of by non-native speakers as a cryptic lingo far removed from common daily exchanges. But contrary to popular belief, Greek permeates a huge part of the *dialogue* in Western *democracies* and has greatly influenced their *architecture*, *philosophy*, even their *economies*. As a matter of fact, *all* the italicized words in this paragraph –and the concepts they convey– are Greek in origin.

The Greek influence also pervades our collective unconscious, through the enrapturing tales of gods and goddesses of great power and hidden vulnerabilities, from the golden touch of King Midas to the weak heel of Achilles.

KUDO's new hub in Athens (https://www.interpreters.gr/en/1st-remote-interpreting-studio/) taps deep into that figurative and literal wealth, both cultural and economic. It enlists the richness of the beautiful Greek language as a conduit for further understanding, at the crossroads of East and West. It opens another window into the world, for KUDO, ELIT, their customers and interpreters, so the sun can pour in.

Need language support for an event in Greek? **Contact ELIT** (https://www.interpreters.gr/en/contact/) today.

Are you a Greek conference interpreter? Join the KUDO family! (http://onboarding.kudoway.com)

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EXHIBIT W



FOR IMMEDIATE RELEASE: MAY 2017

KUDO, Inc. | 1-888-KUDOWAY | info@kudoway.com | http://kudoway.com

Multilingual Cloud-Based Collaboration is Finally Here

NYC startup taps into a 40-year combined legacy for a true breakthrough in global meetings

New York, NY: A new cloud-based platform is reshaping the way we meet and interact across geographic and language barriers. KUDO, a startup operating out of Manhattan, combines established technology and premium conference services for optimal results. Their solution is what the corporate world had been praying for: a feature-rich turnkey application for web conferencing and live events in multiple languages.

People and businesses across the globe are now able to join meetings through their own smart devices or notebook computers. They can make and follow presentations, engage in Q&A, cast votes and exchange files as they meet. KUDO streams high-quality audio, fully synched video, language interpretation, digital files and archives straight down from the cloud. It places sensitive information timely and safely in the palm of one's hands. And in a language one can understand.

Meeting planners welcome the opportunity to recruit talent worldwide for local events while saving on travel. Attendees can participate fully through their own devices, no matter where they are in the world. The company offers a flexible pricing schedule and modular implementation requiring minimal installations. That means extra savings from travel expenses not incurred. And half the mess, too.

KUDO comes onto the scene with more than just sound R&D. It seems prepared to anticipate and dismiss the resistance clients and providers may have shown to similar solutions in the past. To this end, the company relies on the combined 40-year experience of its senior team, comprising a visionary engineer with proven track record in conferencing technology and a seasoned language industry thought leader.

With an inclusive business model, they see opportunities for synergism in markets they know well. "We're industry insiders", says CEO and founder Fardad Zabetian. "We're in to grow the multilingual space beyond the meeting rooms" he adds, looking out the window onto 7th Ave. "KUDO is here so businesses and executives can connect in more meaningful ways, by expressing themselves in their own language."

Ewandro Magalhaes, KUDO's VP of Communications, comes at it from a slightly different angle: "We want the technology to accommodate the principles of language, collaboration and interaction that make us human," says the former chief interpreter and senior UN staff. "And we want to do so while upholding the standards the industry has fought hard to establish," he adds.

KUDO currently offers a turn-key solution for web conferencing, through a convenient monthly subscription. Alternatively, meeting planners can rely on KUDO to handle their multilingual live events. To hire KUDO for your next global meeting go to <u>www.kudoway.com</u>.



FOR IMMEDIATE RELEASE: 8 MAY 2018

KUDO, Inc. | 1-888-KUDOWAY | info@kudoway.com | http://kudoway.com

KUDO Releases Version 2.0:

Web Conferences with Human-Powered, Simultaneous Interpretation in the Cloud

New York, NY. [May 8, 2018] -- KUDO, a cloud-based solution for online collaboration and multilingual meetings, announced its release of version 2.0 featuring a complete design facelift and enhanced capabilities for participation. The platform update allows people to hold meetings over the web in multiple languages and from multiple locations while speaking and listening in their own language—all from one intuitive interface.

Now at the beginning of its second year, KUDO provides a more versatile and collaborative platform to address the needs of global corporations with a distributed workforce or clientele.

One of the key features in version 2.0 is the ability to include <u>multiple speakers in a meeting</u>, each with their own video feed. Participants can share their screens and documents and they can do so through any computer or their smartphones.

Through KUDO, people and business are able to overcome geographic and language barriers by way of high-quality video meetings with embedded, human-powered simultaneous interpretation. Speakers, attendees and interpreters can work remotely, thereby reducing the burden of unnecessary travel and associated costs.

"Our development team has been hard at work on the new release for months," says Fardad Zabetian, CEO of KUDO. "The opportunity that KUDO V2.0 brings to businesses is tremendous. Companies can not only save time, but also reach a truly global audience with the help of professional interpreters for a fraction of the cost."

KUDO's decentralized meeting topology lends itself to a plethora of business applications. International product launches, training workshops, working groups, market reports, and partner meetings can all be held in multiple languages in real time.

Earlier this month, KUDO provided access to live, multilingual video streaming during the LocWorld conference in Tokyo, an event dedicated to international business, translation, and localization. Viewers all over the world were able to follow the meetings with simultaneous interpretation in Japanese, German and Spanish. They could ask questions and even vote, as if they were in the room.

"It is very difficult for a new nonprofit like Translation Commons to reach global audiences," said Jeannette Stewart, founder of Translation Commons. "The KUDO platform enabled people from all over the world to participate and learn about our organization. The audience for our presentation doubled and the comments we heard back from the remote viewers were that the experience was as if they were present."

With nothing more than three computers and a tracking camera, KUDO was able to capture all the action in the room and upload the resulting audio and video to the cloud. That included separate



language audio streams as well as PowerPoint presentations shared by the speakers and participant questions. Interpreters worked from Manchester, London and Madrid.

Online meeting and web conferencing tools have been with us a long time now, and they work well. But changes the game by bringing back into the mix a basic and empowering element other platforms have overseen: language.

KUDO is available for iOS, Android and web.

About KUDO

KUDO is a cloud-based solution for live, over-the-web meetings and video conferencing in multiple languages. Attendees can participate in live events, webinars, web meetings and training sessions, share content and collaborate globally. KUDO streams real-time language interpretation to participants' smartphones and computers, so everyone can join in their own language from anywhere. Attendees are able to cast votes and voice their ideas while the meeting unfolds. More info on <u>www.kudoway.com</u>

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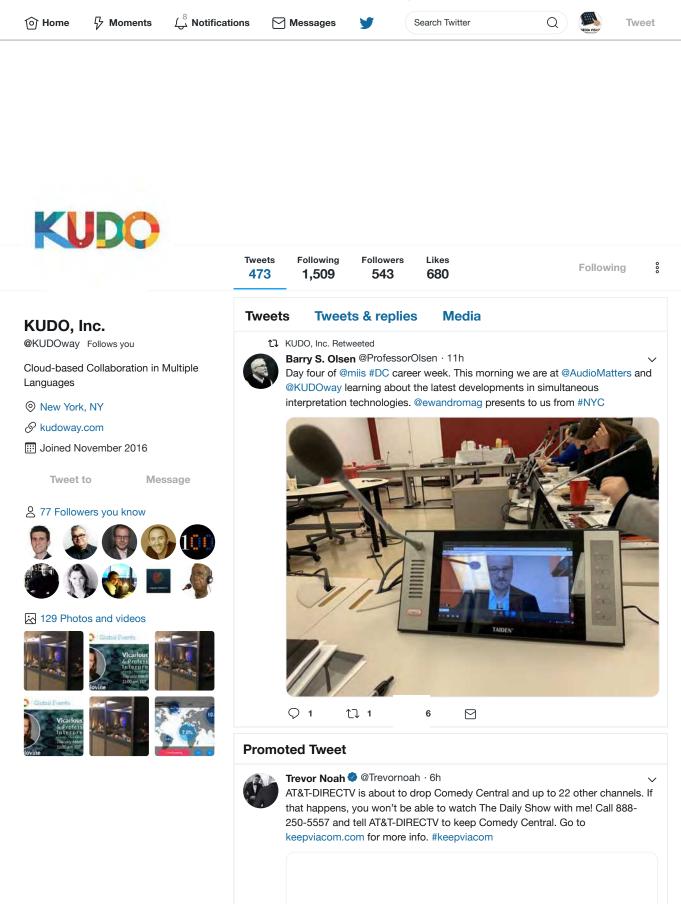
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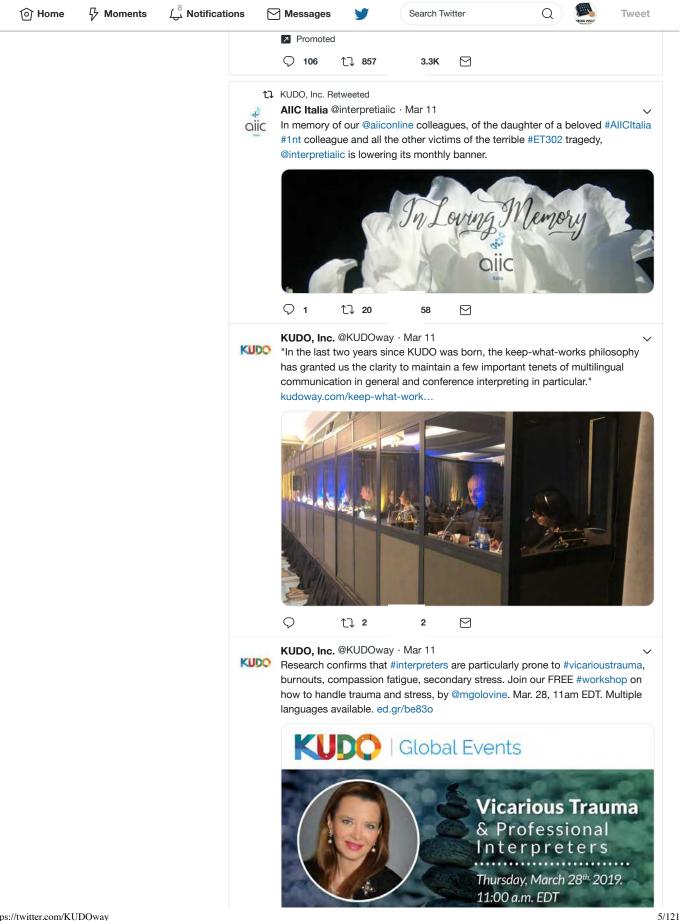
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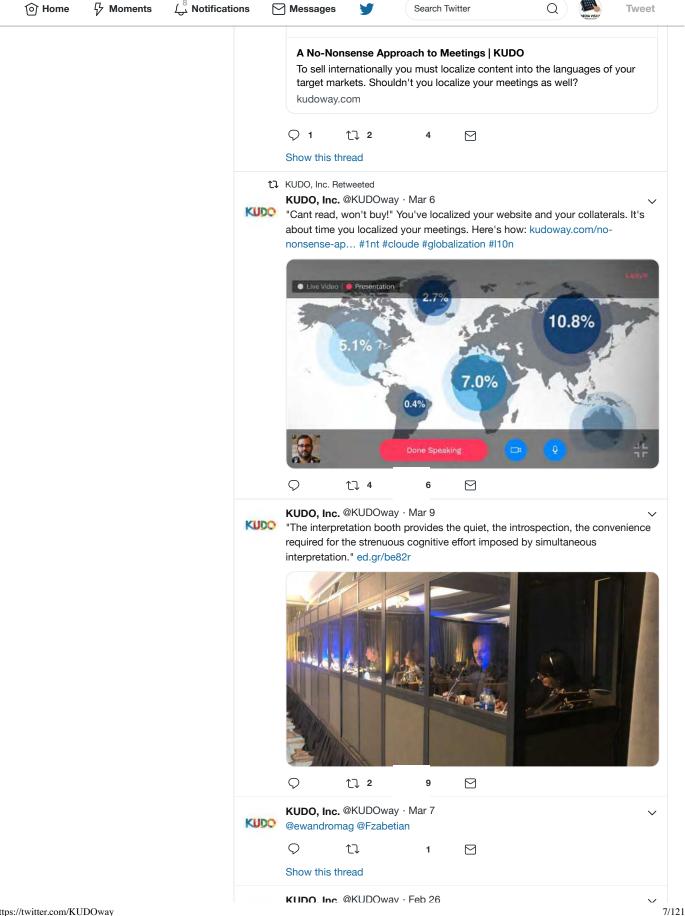
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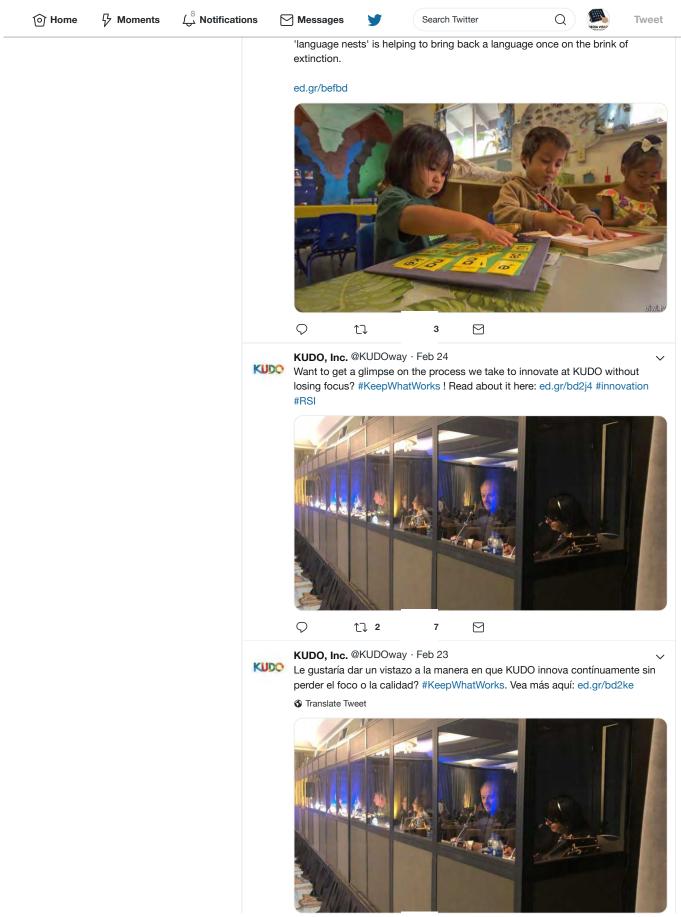
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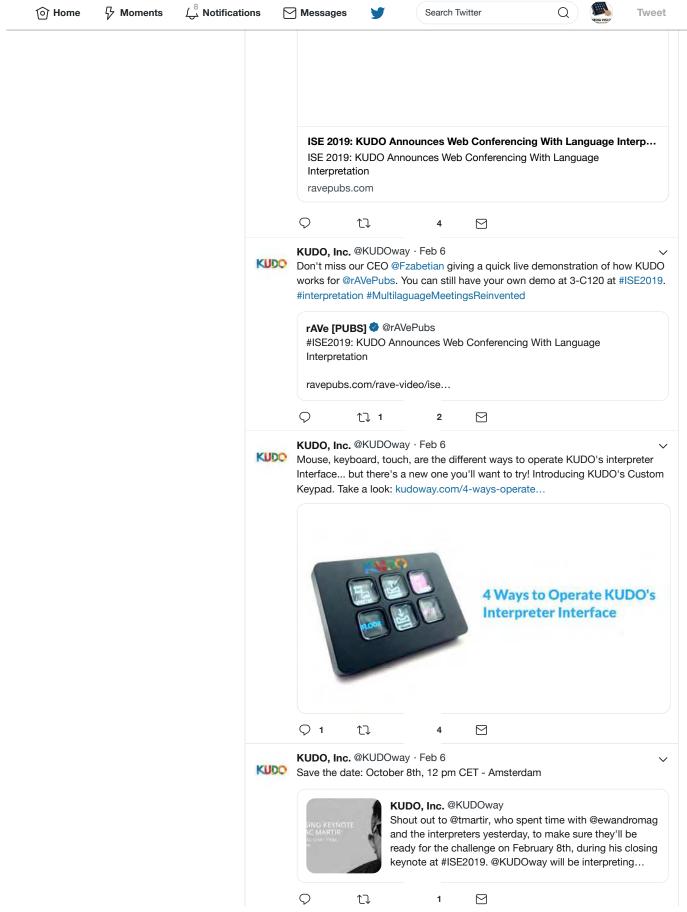
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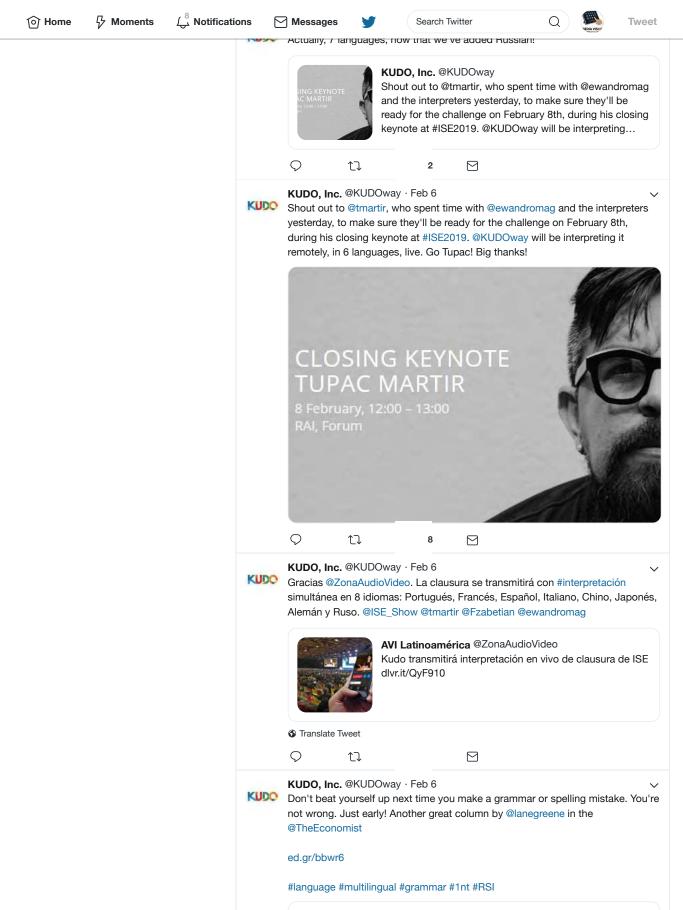
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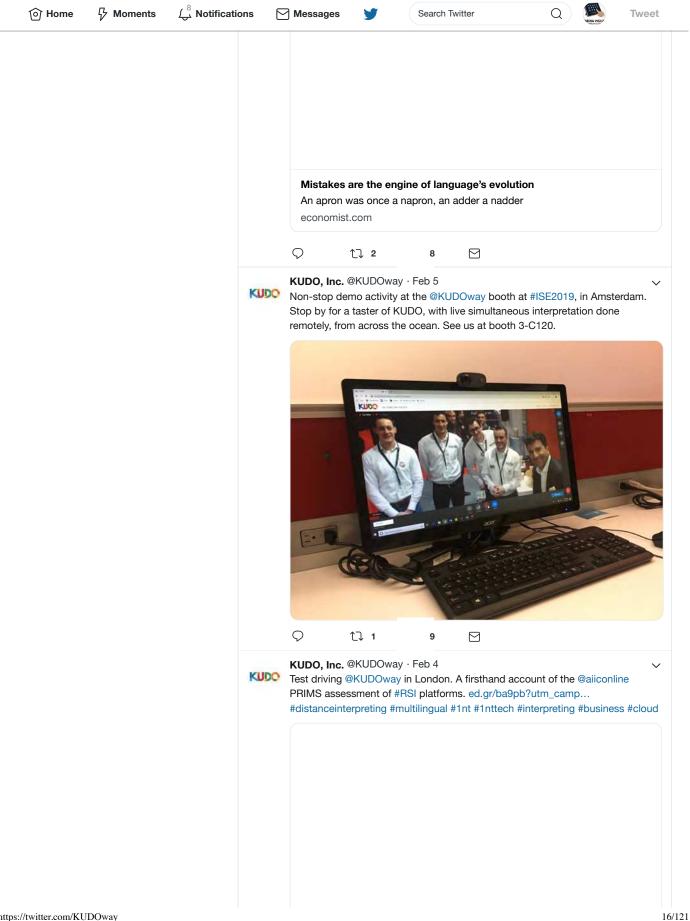
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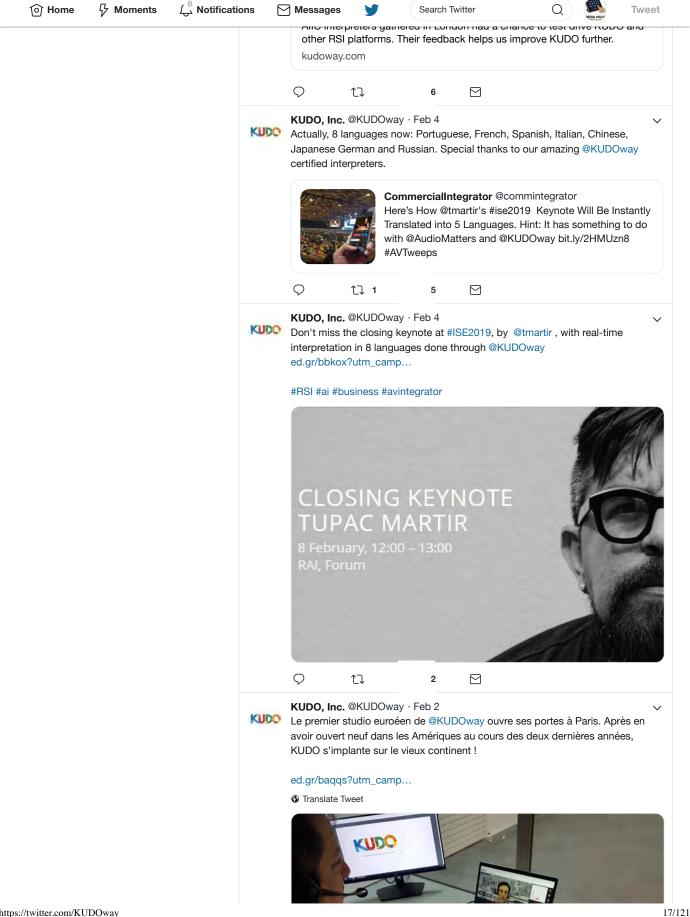
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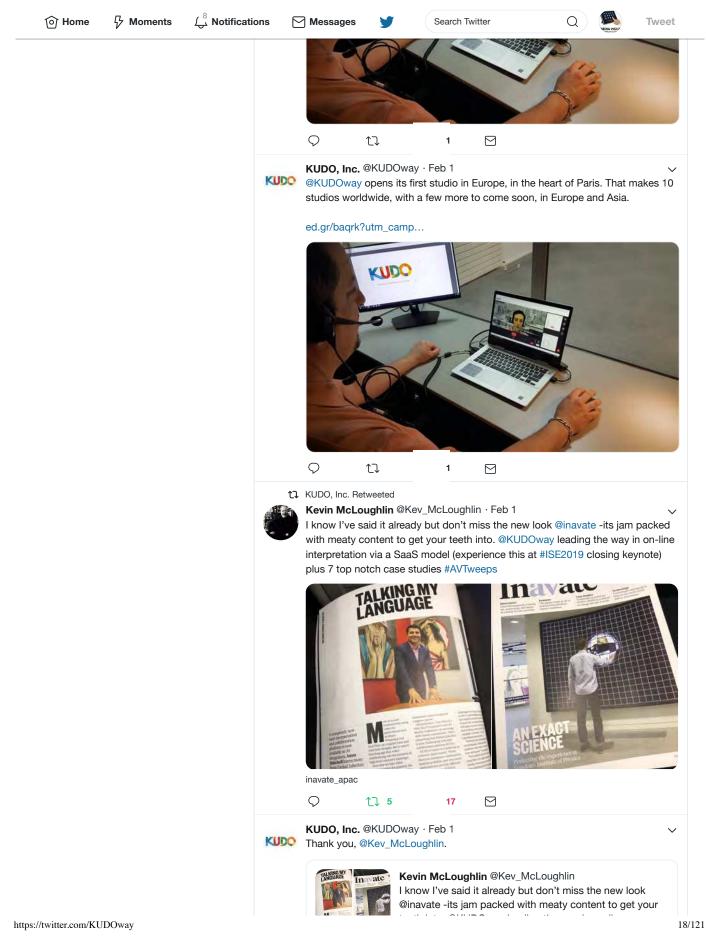
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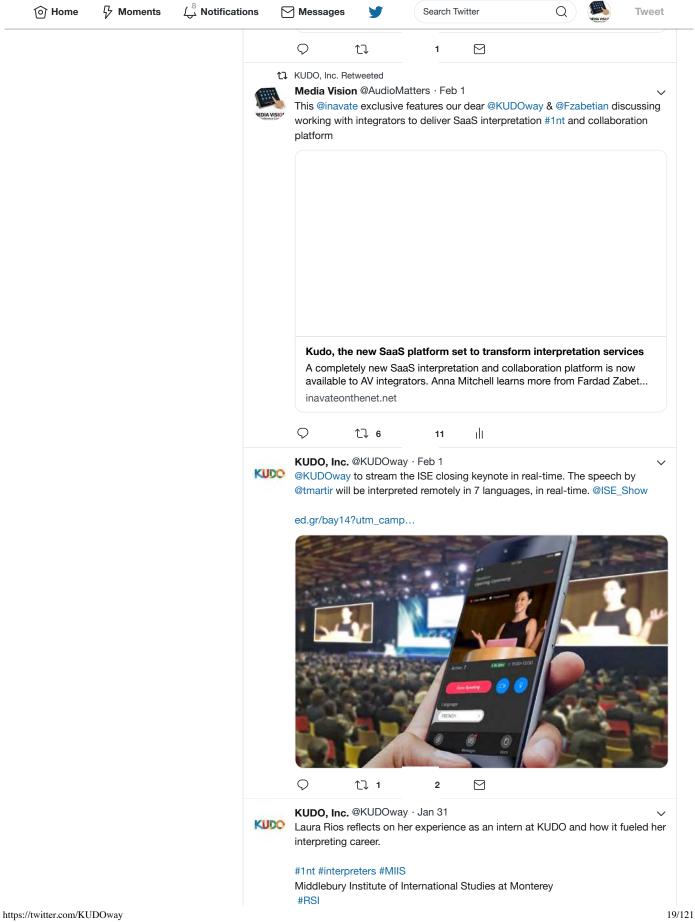


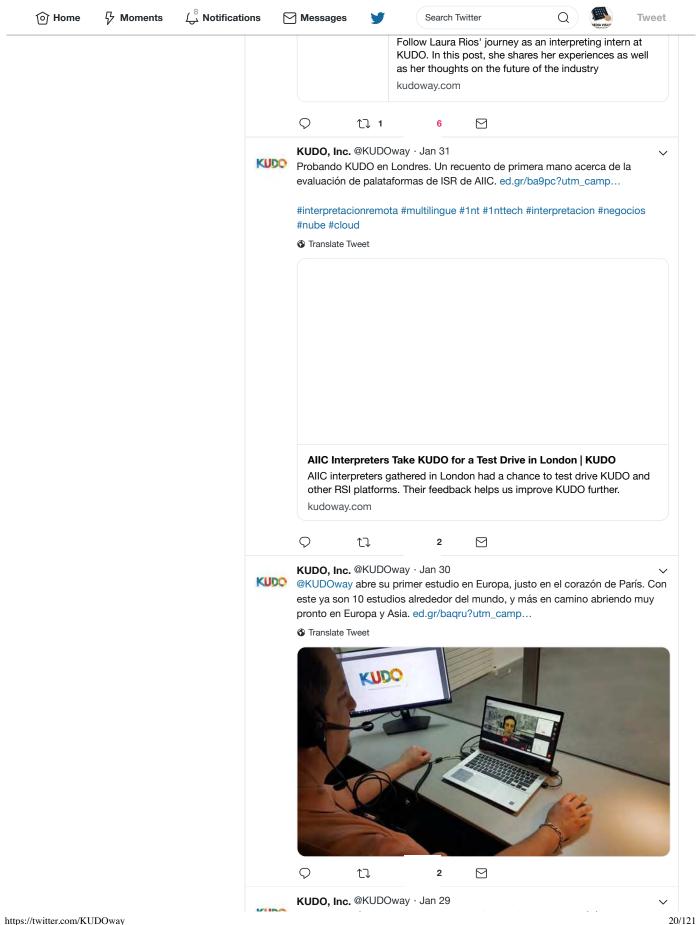


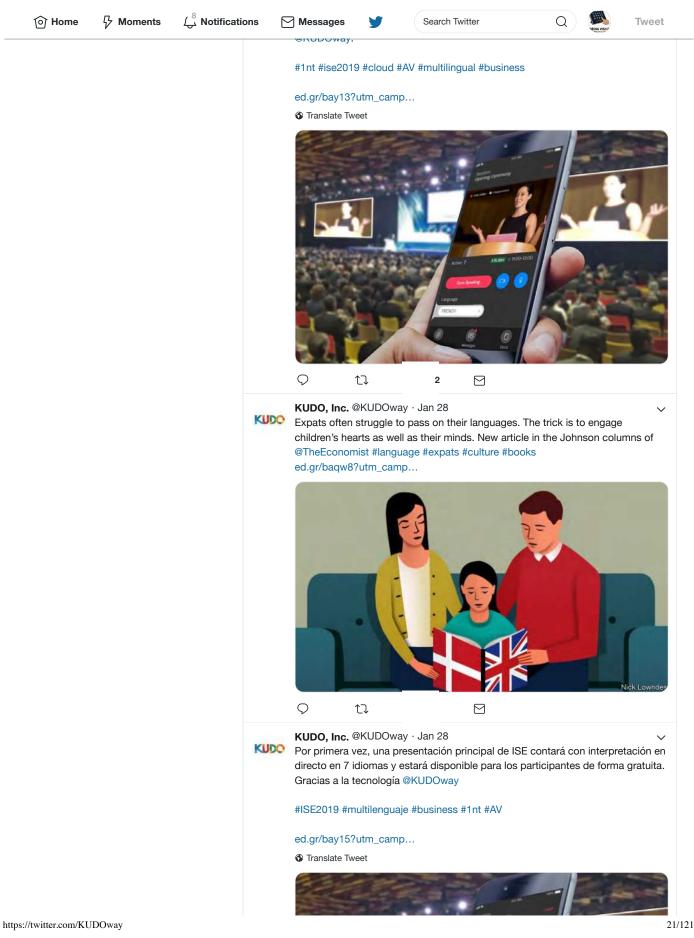


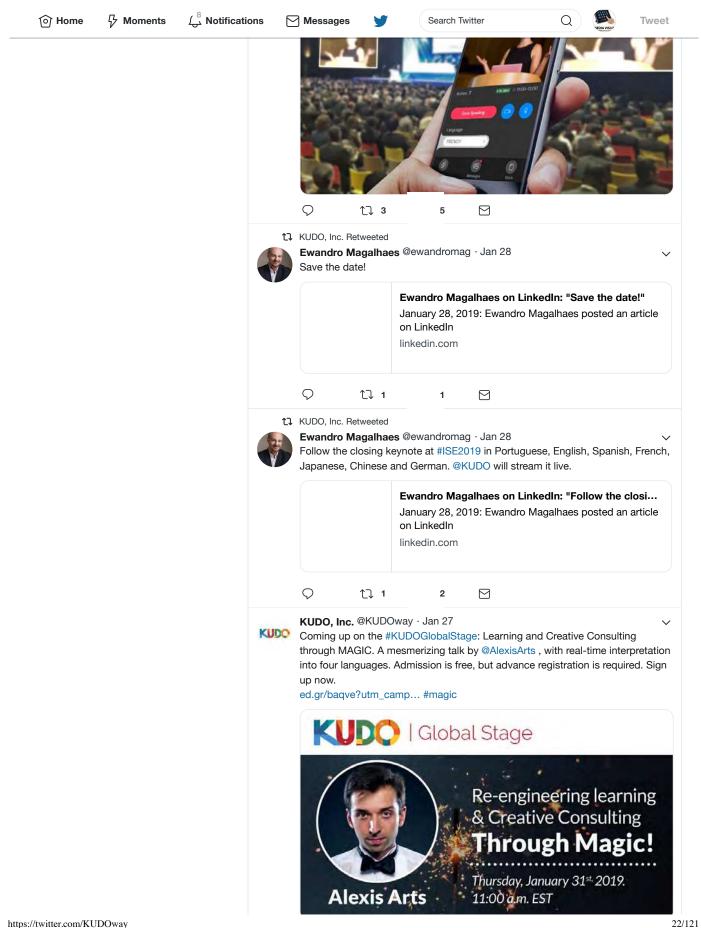


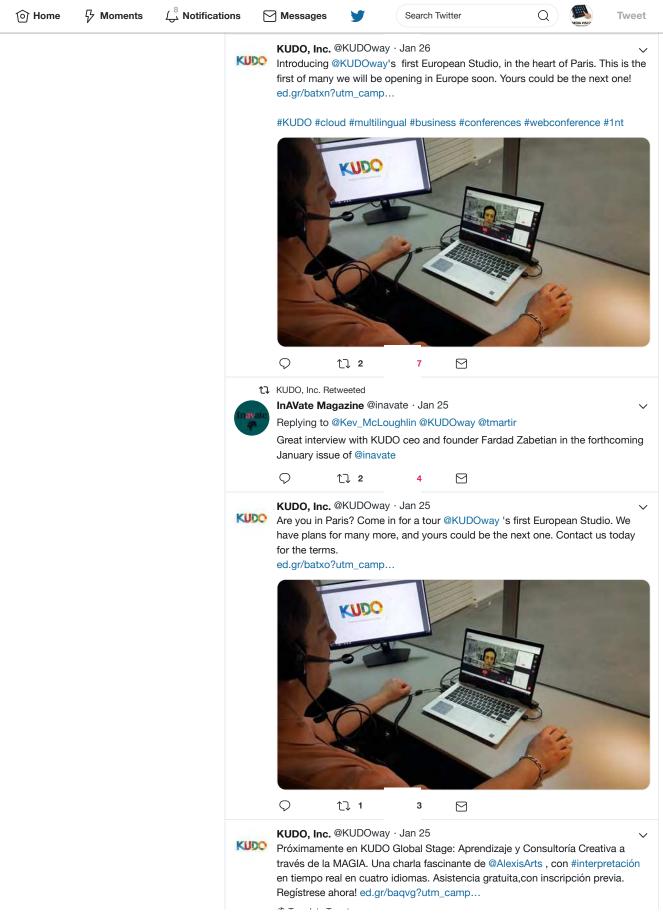




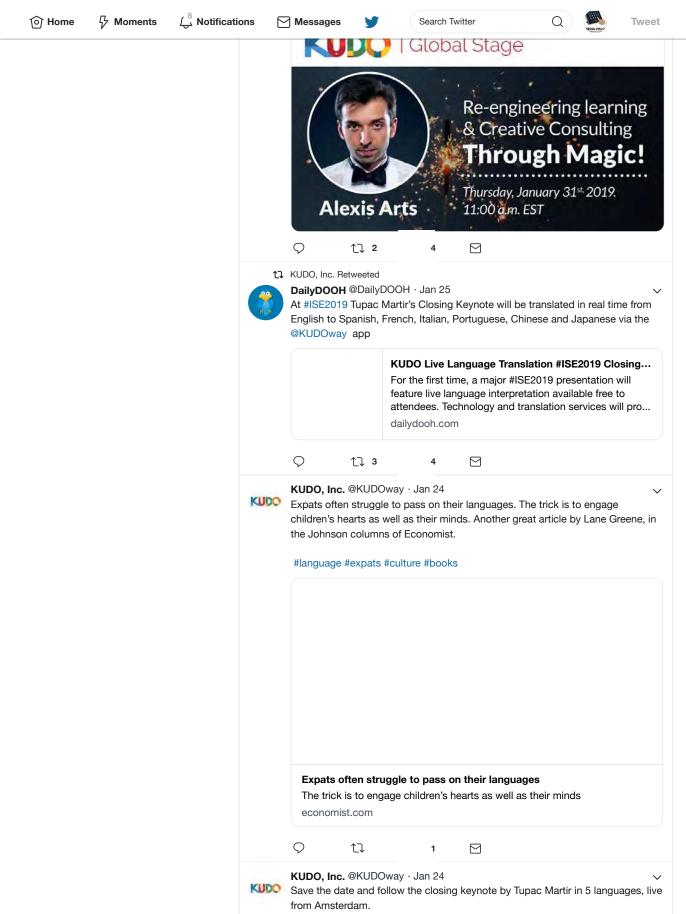








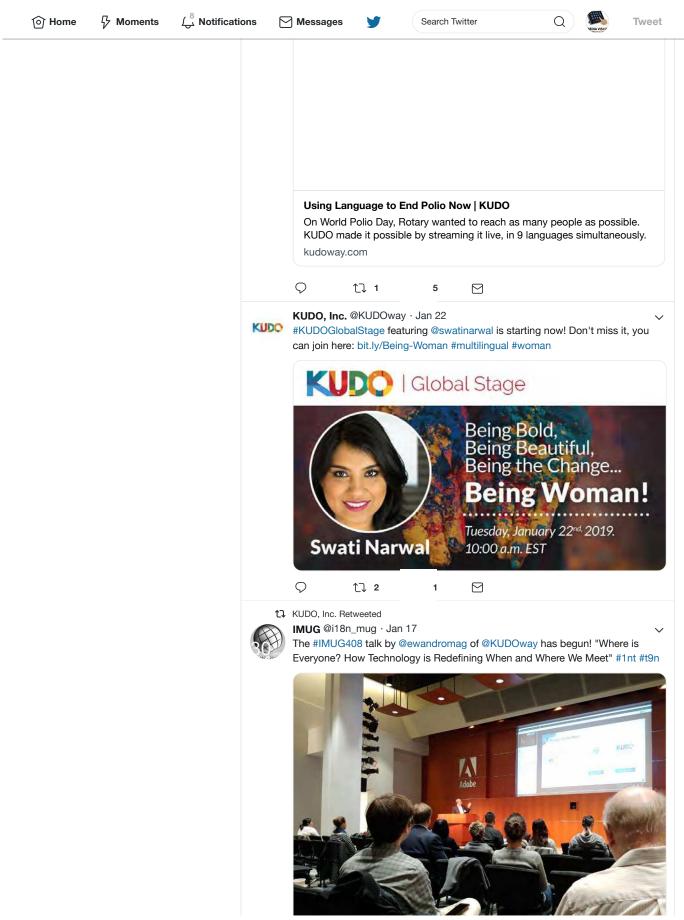
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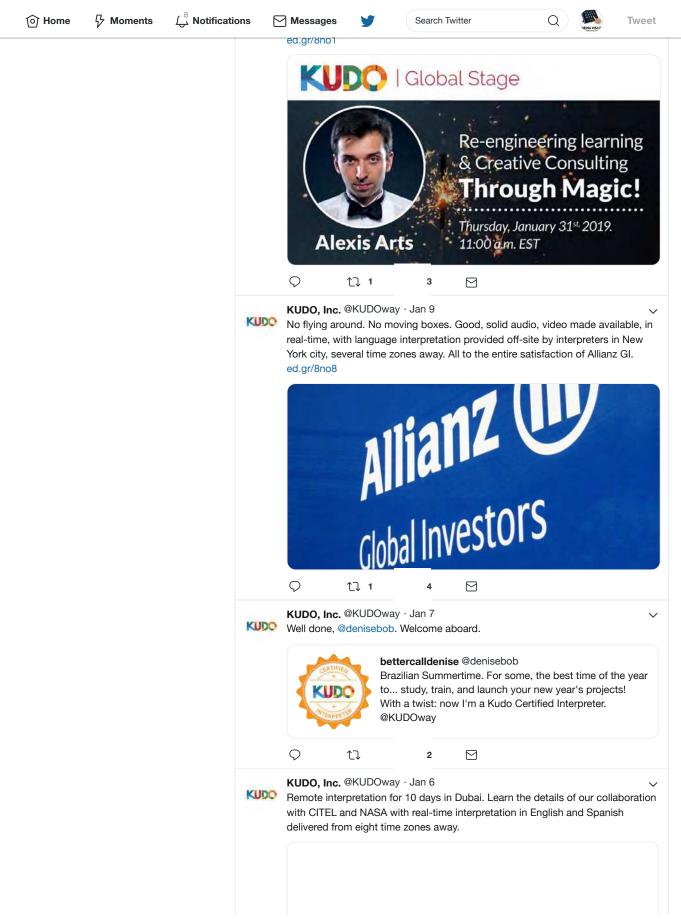
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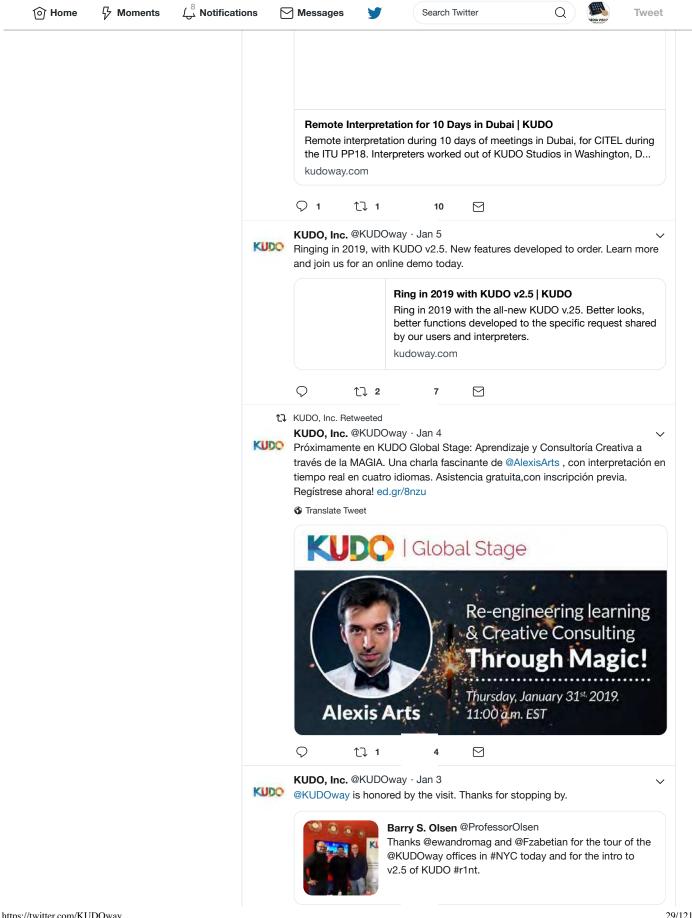
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KUDO, Inc. (@KUDOway) | Twitter

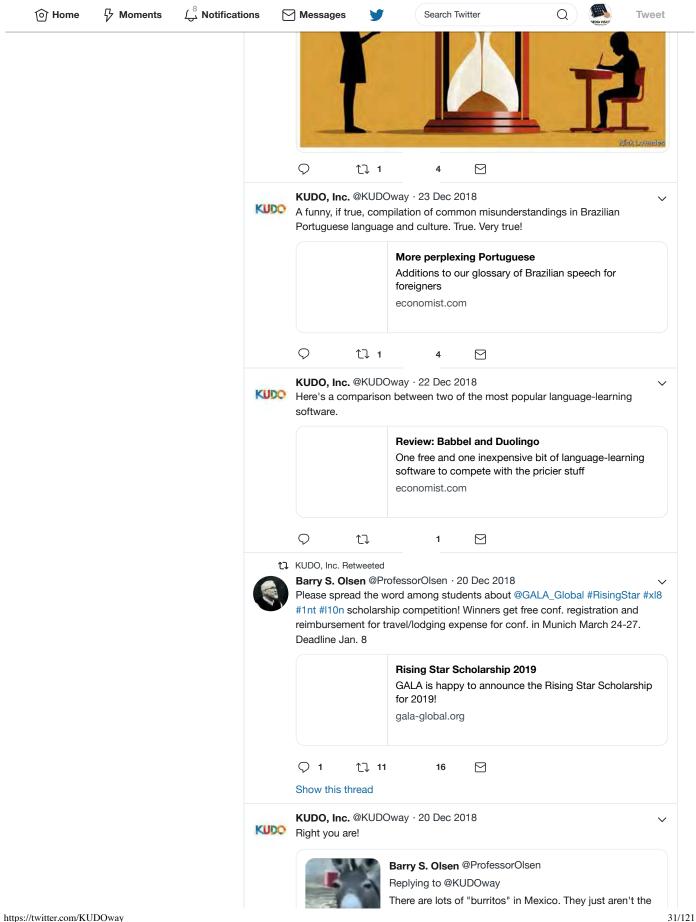


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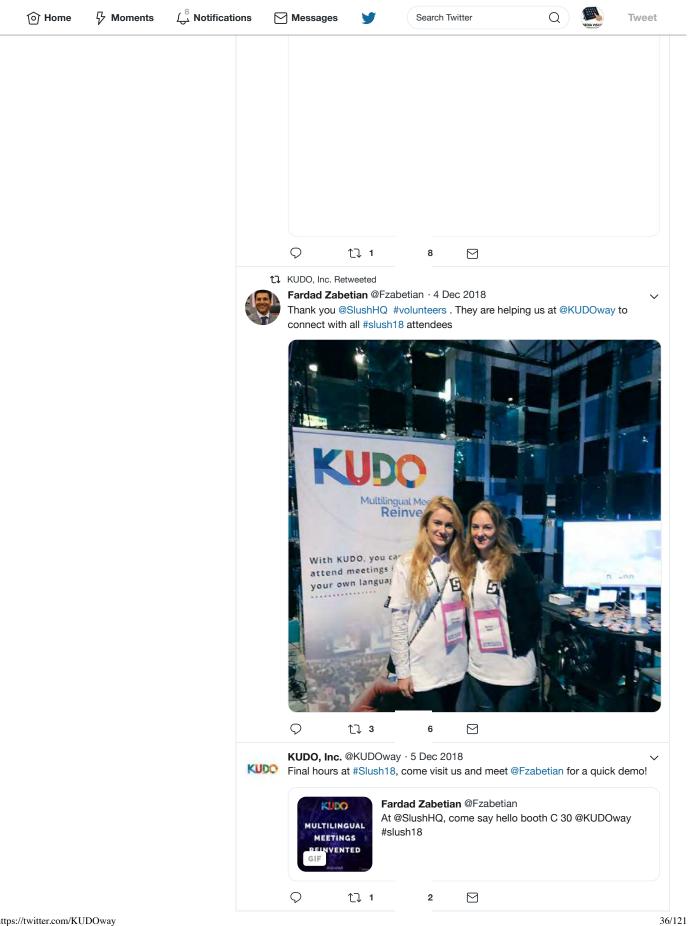
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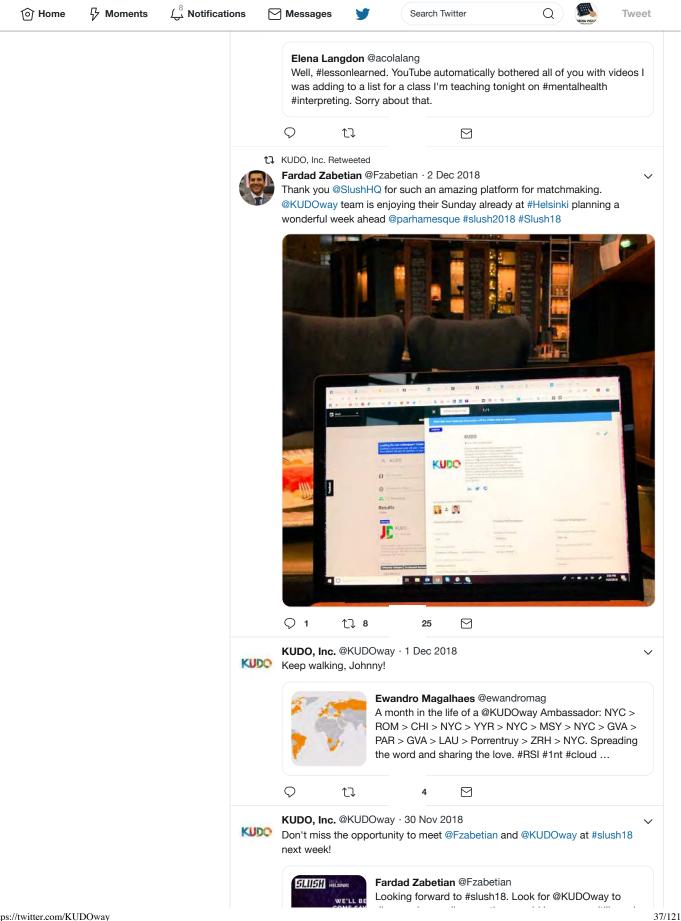
What Brazilians say. And what they really mean. A crash course from The Economist's Johnson blog. Portuguese for the perplexed What Brazilians say and what they mean economist.com I 1 I KUDO, Inc. Retweeted Giovanna Lester - Conference Interpreter @cariobana - 15 Dec 2018 Replying to @translationtalk 1/2 - In the words of Kevin Quirk, @FIT_President, during the XI Symposiu Cuba, "Translation + Interpreting is a constant act of creation. Extremely here are limited to the words of another." And paraphrasing I 1 1 Every time you correct a poorly done translation you have a 5 gold star opportunity to demonstrate your excellence & prove how you can solve problems, today & foreveri I only edit poorly done #xi8s ONE TIME for cile I 1 4 VIDO, Inc. @KUDO.way · 15 Dec 2018 KUDO, Inc. @KUDO.way · 15 Dec 2018 ed.gr@200 #language #languagetechnology #multilingual	Twee
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The meaning of the words of the year They are depressing. But they won't last economist.com	
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KUDO, Inc. @KUDOway · 14 Dec 2018 Join @KUDOway's very own @ewandromag in San Jose, for a reflection o "How Technology is Redefining How and Where we Meet" at @i18n_mug @joekatz #multilingual #languagetechnology	n

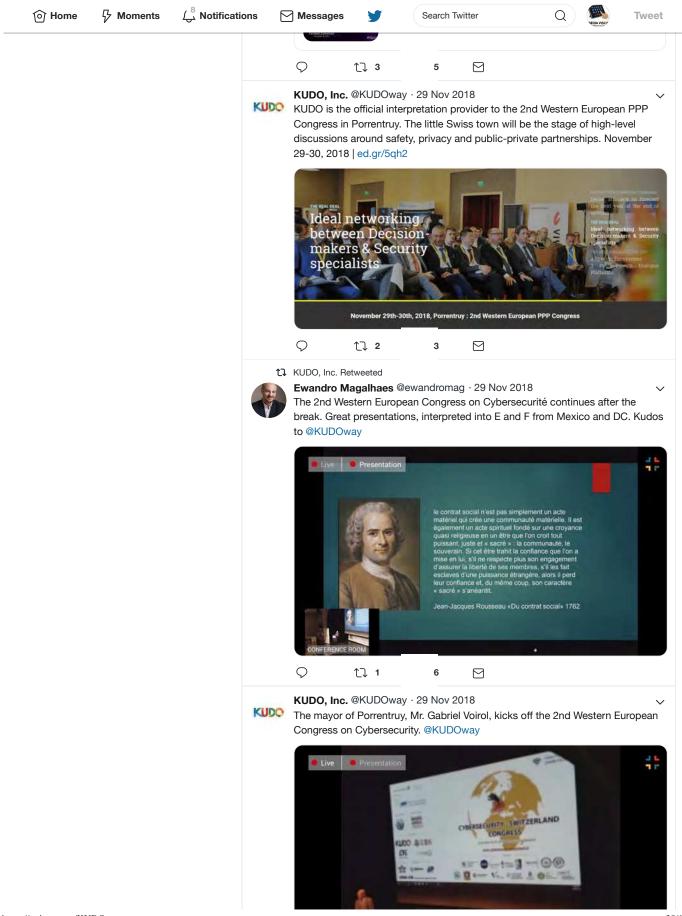
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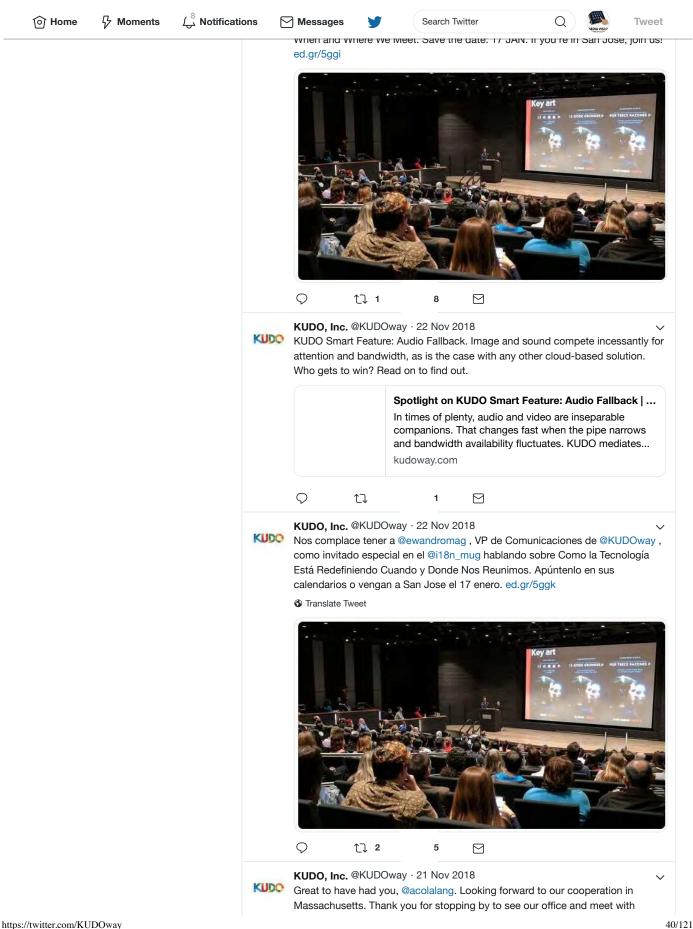
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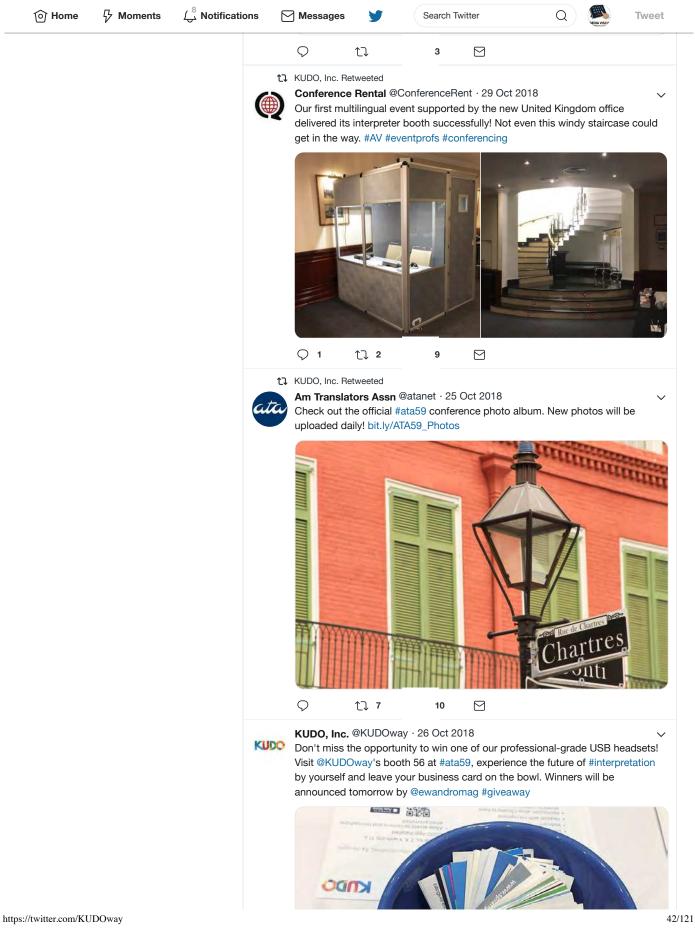




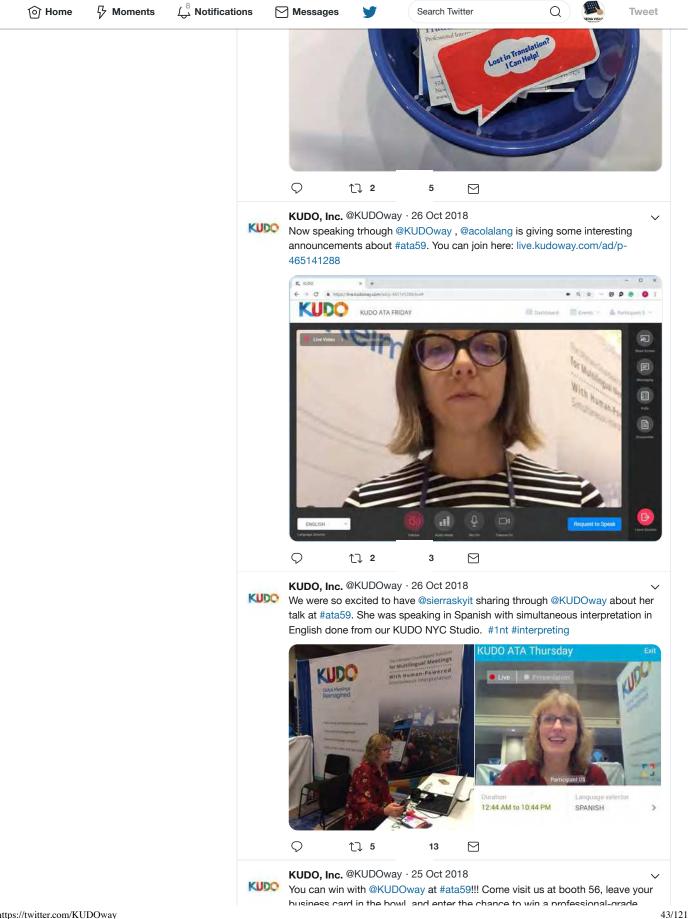
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			Elena Langdon @acolalang On my way to #NYC to meet with @KUDOway / kudoway VP @KUDOway and deliver a workshop on #depositions for @nyctranslators. @ Amtrak instagram.com/p/BqXUwrcDKe6/
		KUD	KUDO, Inc. @KUDOway · 16 Nov 2018 \u2265 Thanks for sharing @ewandromag
			Ewandro Magalhaes @ewandromag Great coverage of KUDO in the French specialized press. So, for the francophones among you voilà. Pour les francophones parmi vous, voici un reportage très complet sur les solutions de KUDO.
		KUD	KUDO, Inc. @KUDOway · 5 Nov 2018 Very excited to be joining the network of @USMCOCNE1. We are looking forward to showing the future of #multilingual online meetings to our fellow members!
			KUDCO Global Meetings Reimagined
			With KUDO you can now communicate with all of your international Clients, Partners and Offices, easily using your native language. KUDO is a cloud-based solution for Multilingual web-conferencing and events. At KUDO we believe that everybody should get the opportunity to communicate with anyone, anywhere in the world.
			✓ ↓ ✓ </td
		KUD	KUDO, Inc. @KUDOway · 29 Oct 2018
			Darinka Mangino @dmw_interpreter Visitando a @KUDOway durante la #ATA59 con @MahaElMetwally para agradecer en persona su apoyo para nuestro curso sobre #preparacion. Inscripciones: aiic.net/events/669/pre
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		KUD	KUDO, Inc. @KUDOway · 29 Oct 2018 \u03c6 Go, @ewandromag \u03c6
			Ewandro Magalhaes @ewandromag Beautiful day in #NOLA . On my way to #ATA59. IF ONLY I could open my eyes! Meet me at the @KUDOway booth.
twitter.com/KU	JDOway		



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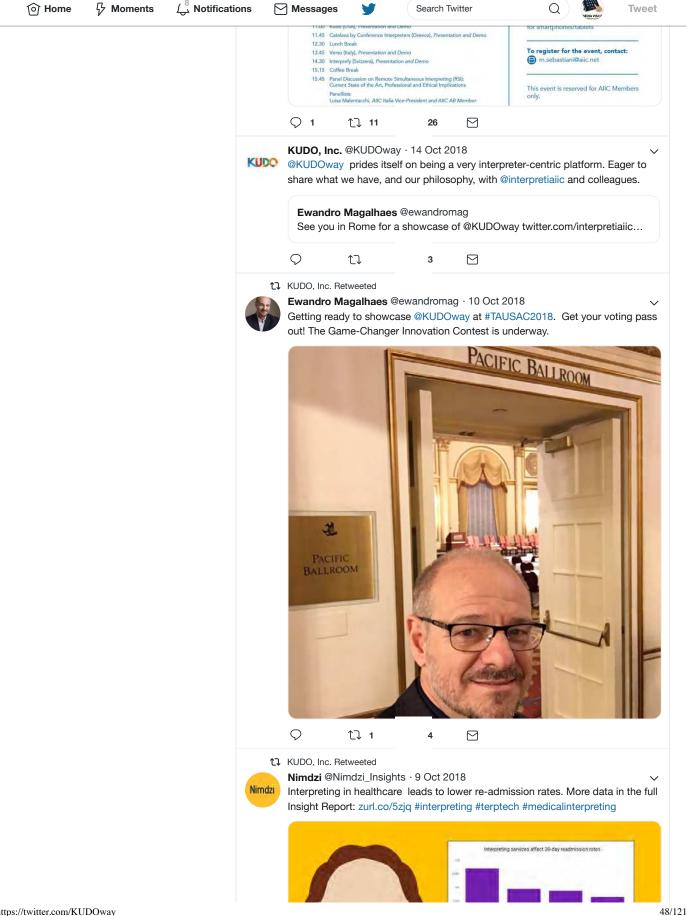


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	KU	Q ↓↓ 1 4 ☑ KUDO, Inc. @KUDOway · 24 Oct 2018 We are "This close" to #endpolio. Don't miss #WorldPolioE today at 6:30pm (ET). Join @Rotary efforts to reach every of You can follow the livestream in multiple languages on @KU live.kudoway.com/br/192577388fa	child on the planet.
		Bill Gates @ @BillGates As long as polio exists anywhere, it is everywhere. The progress that we've r the heroic efforts of health workers, go partners, and donors who are working	nade is thanks to overnments,
	KU	KUDO, Inc. @KUDOway · 24 Oct 2018 We can #endpolio globally. Join @Rotary to watch #WorldF through @KUDOway at live.kudoway.com/br/192577388fa interpreted in multiple languages.	
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	KU	KUDO, Inc. @KUDOway · 22 Oct 2018	n demos will run
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tı Oiic	Guests: @Professor Demos by: @Interpr @CatalavaCom @Ve	rps: for 2 days on new #Techno Olsen, Uroś Peterc, Klaus ž efy @WeAreVoiceBoxer @Ii	Ziegler
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		Stefano Marrone, President of AIIC Italia Uroã Peterc, President of AIIC	QIIC
	14.20 Keynote Address: "Re Prof. Barry Slaughter Translation and Interp	mote Interpreting: The Current State of Affairs" Olsen, AIIC USA Member, Associate Professor of retation at the Middlebury Institute of International ind Con-President of InternretAmerica.	Association Internationale des Interprétes de Conférence
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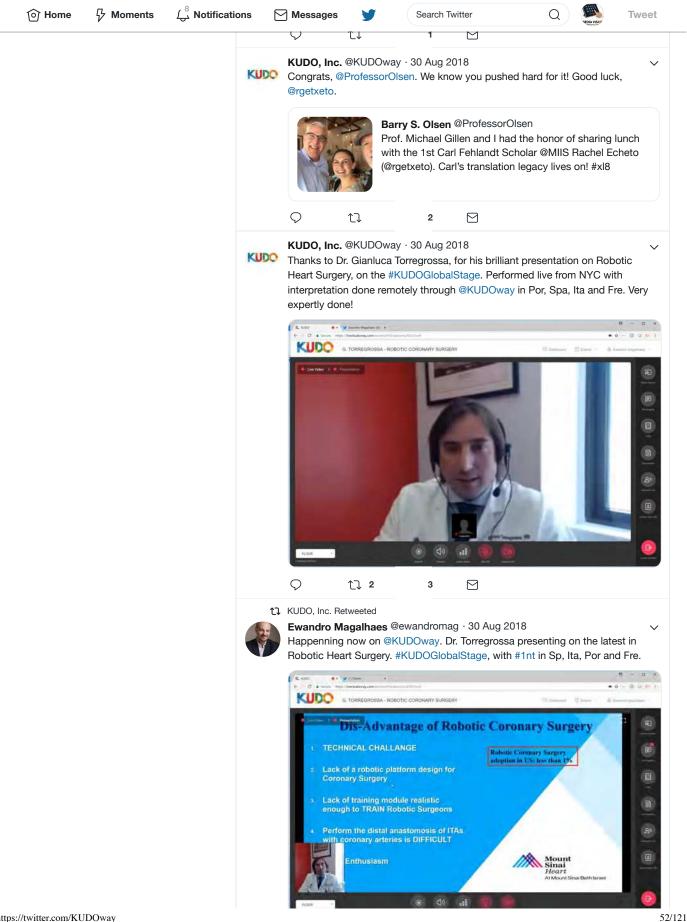
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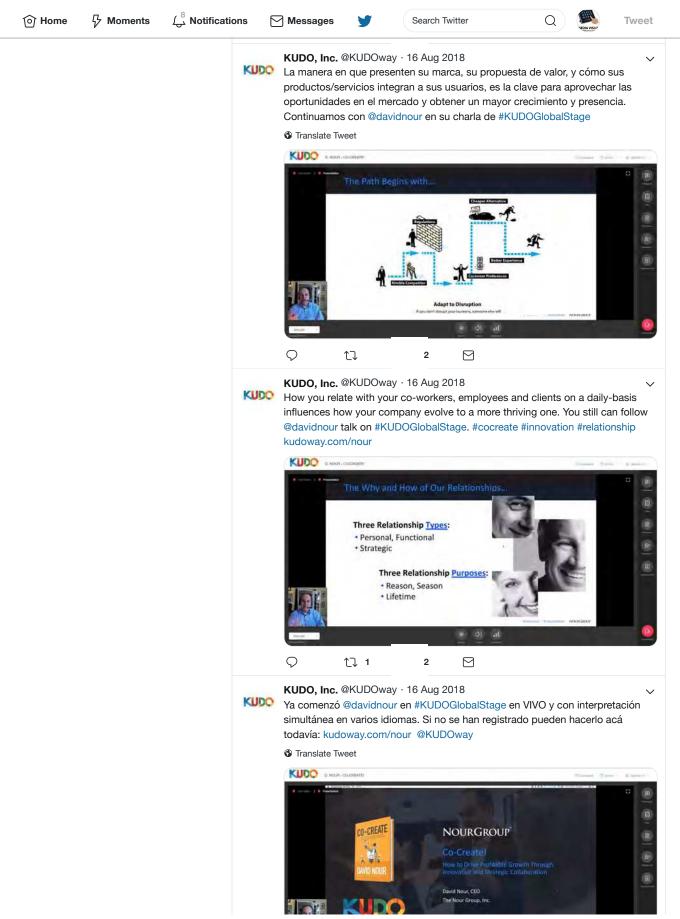
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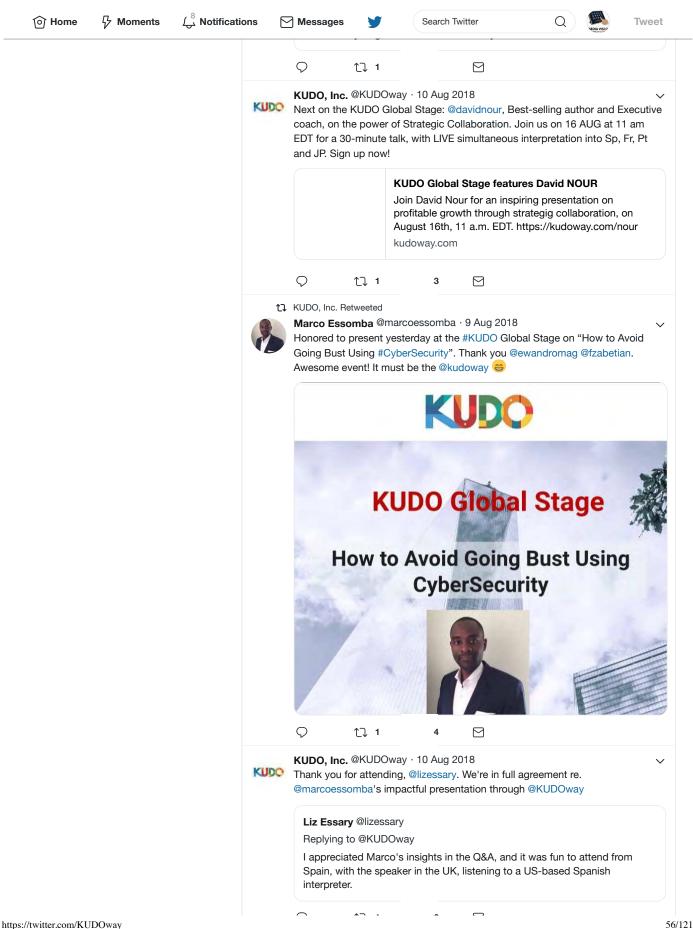


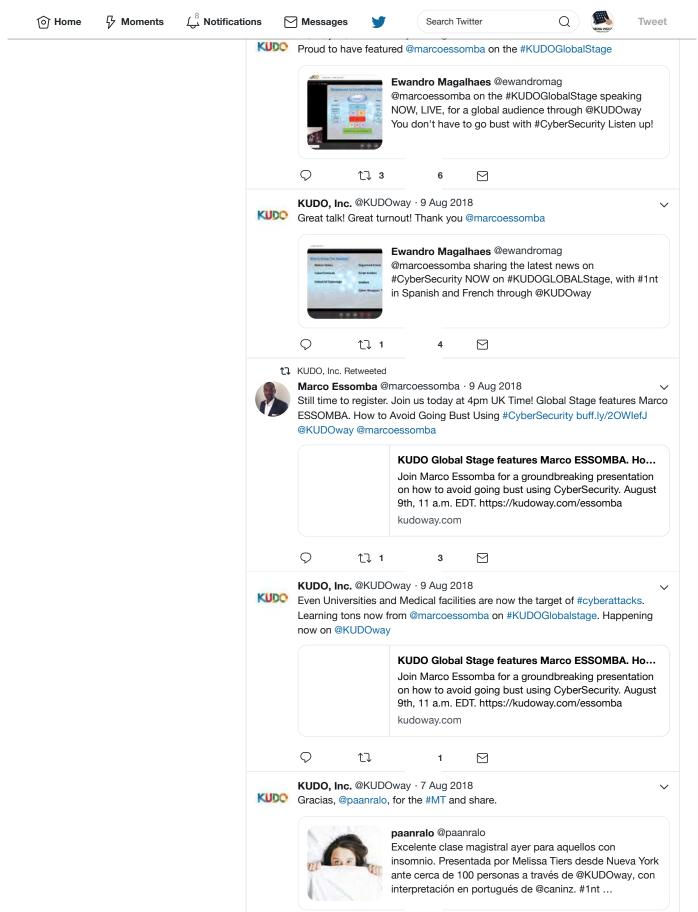
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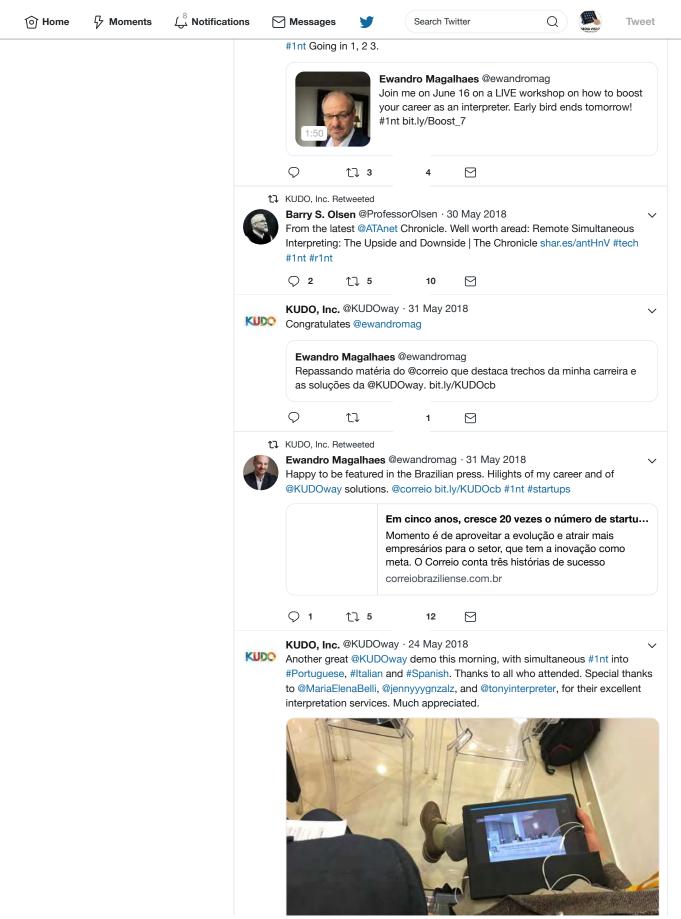
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		Podcast: The Evolution of Interpretation - Nimdzi Ewandro Magalhães, Vice President of Kudo, talks with us about the latest
		developments in the interpretation industry. He discusses its fascinating nimdzi.com
	KUDC	KUDO, Inc. @KUDOway · 30 Jul 2018 Why do we need to conserve and sustainably use the oceans? Want to know. Sign up for this free talk. Save the date: August 2nd, 11 a.m. with real-time
		simultaneous interpretation. #1nt @UNESCO @UNESCOBrasil #UNESCO #environment #2030Agenda kudoway.com/lombardo
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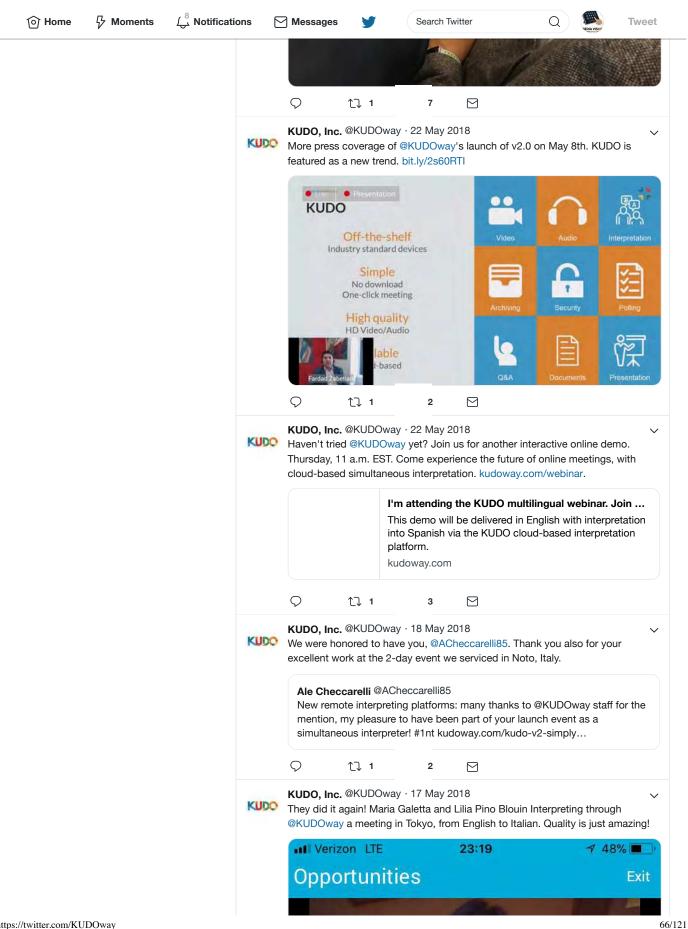
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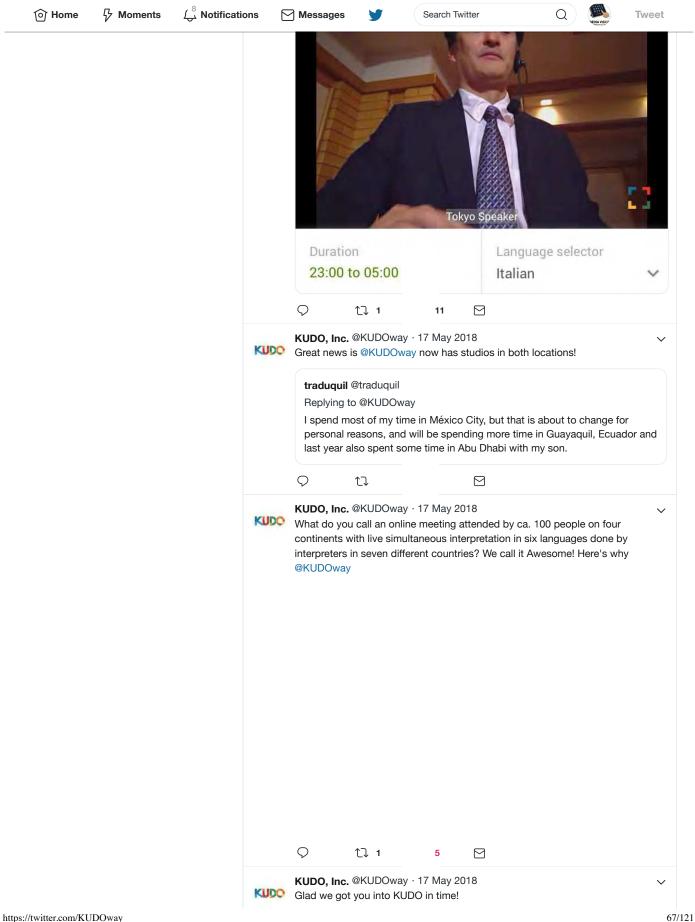
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						会議通訳者 平松里英 Rié Hiramatsu @rielondon Finally pheeeww. Completed the 'journey'. Very happy to be a KUDO certified interpreter and be part of @KUDOway and it's future journey. #1nt #KudowayCertifiedInterpreter Show this thread
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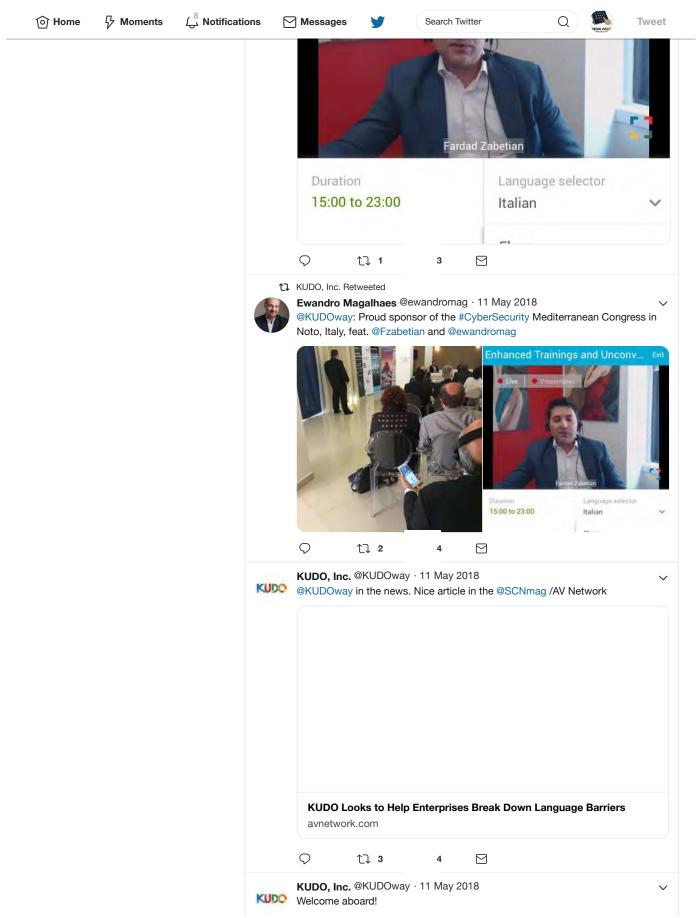




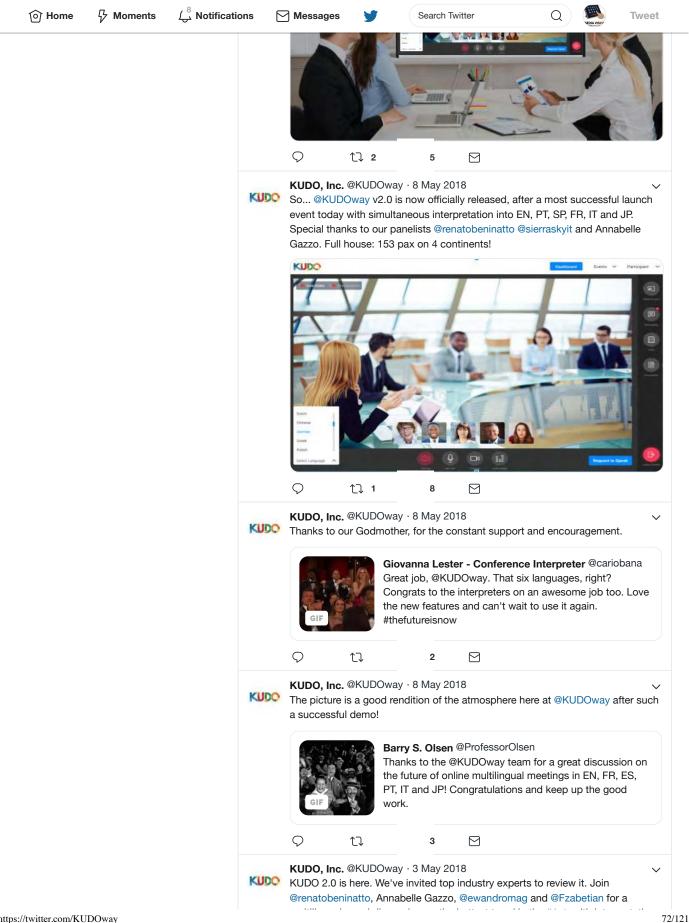
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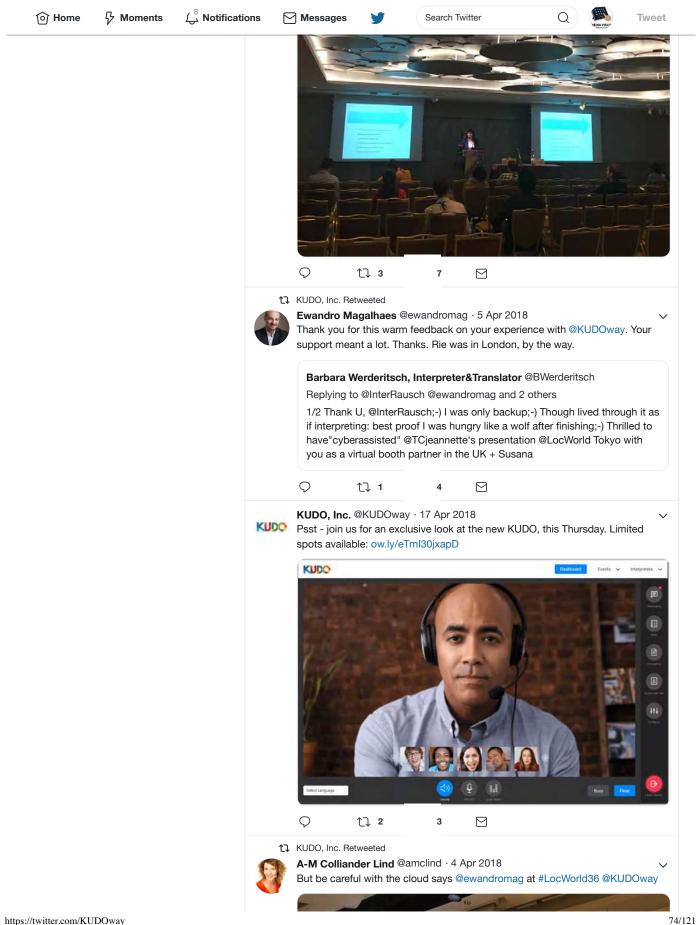
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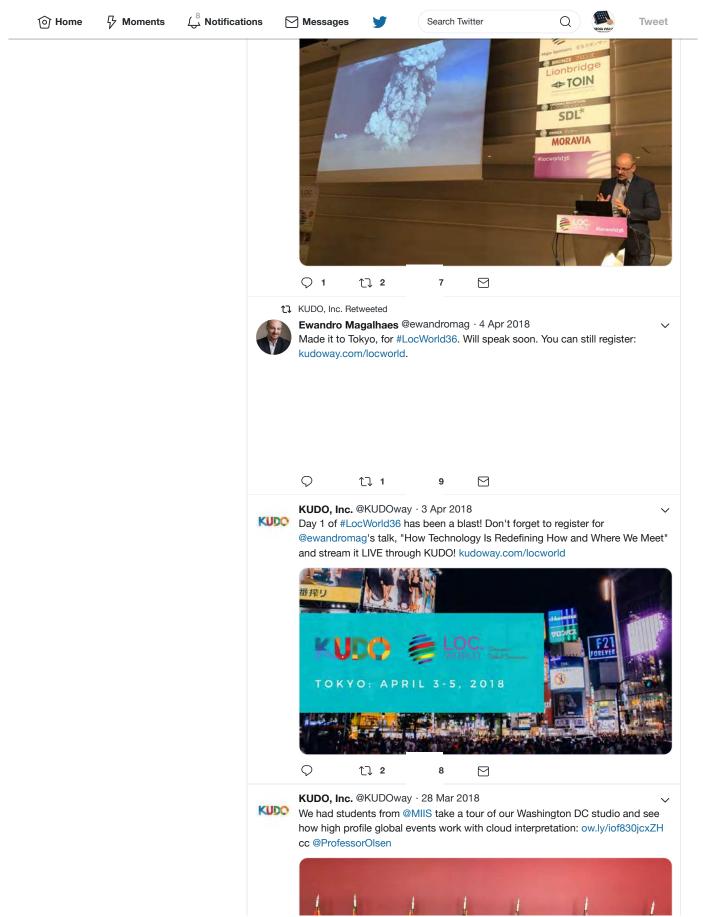
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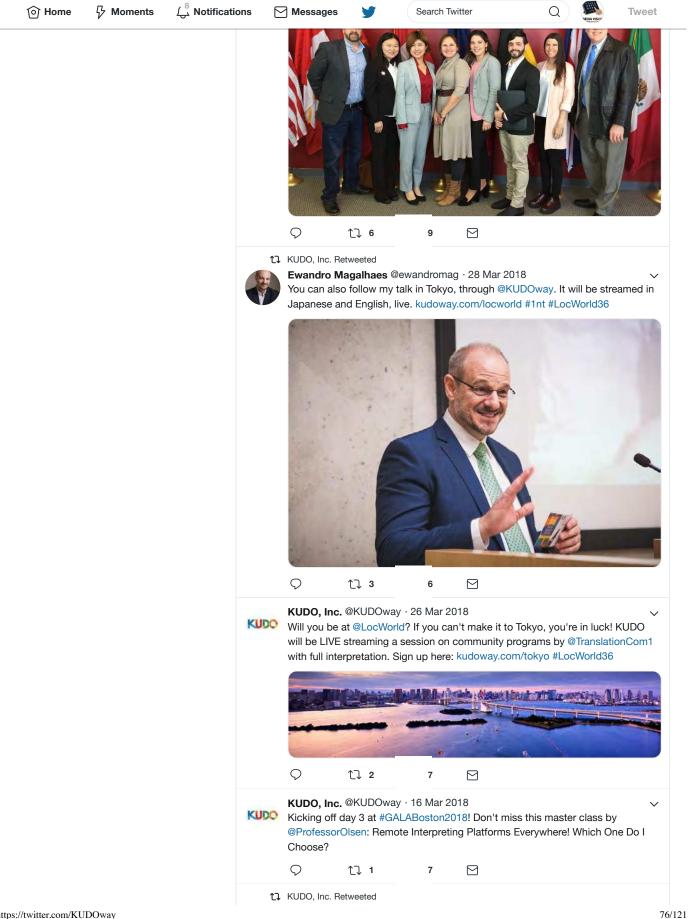


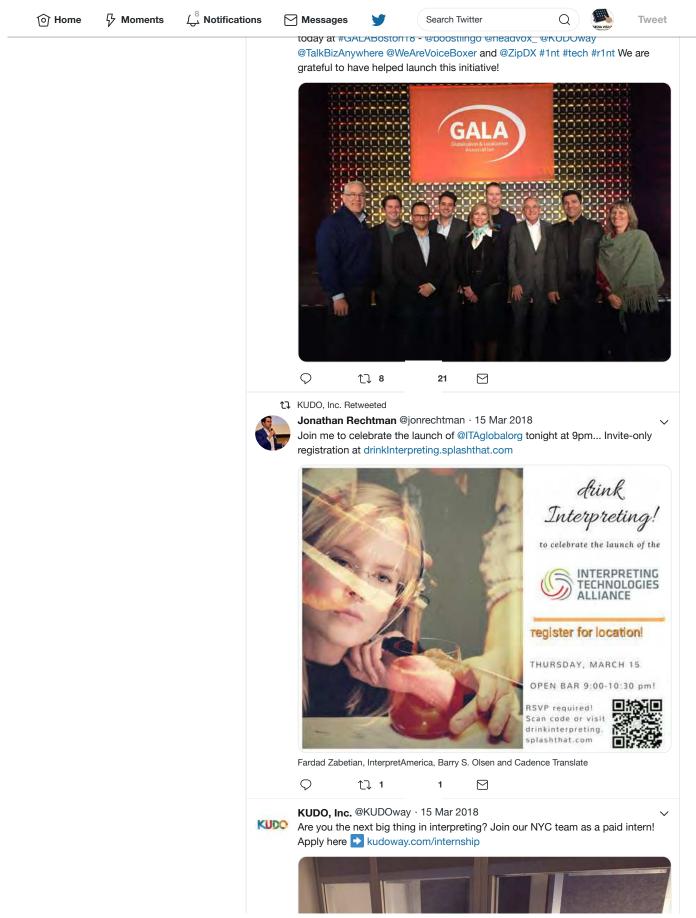
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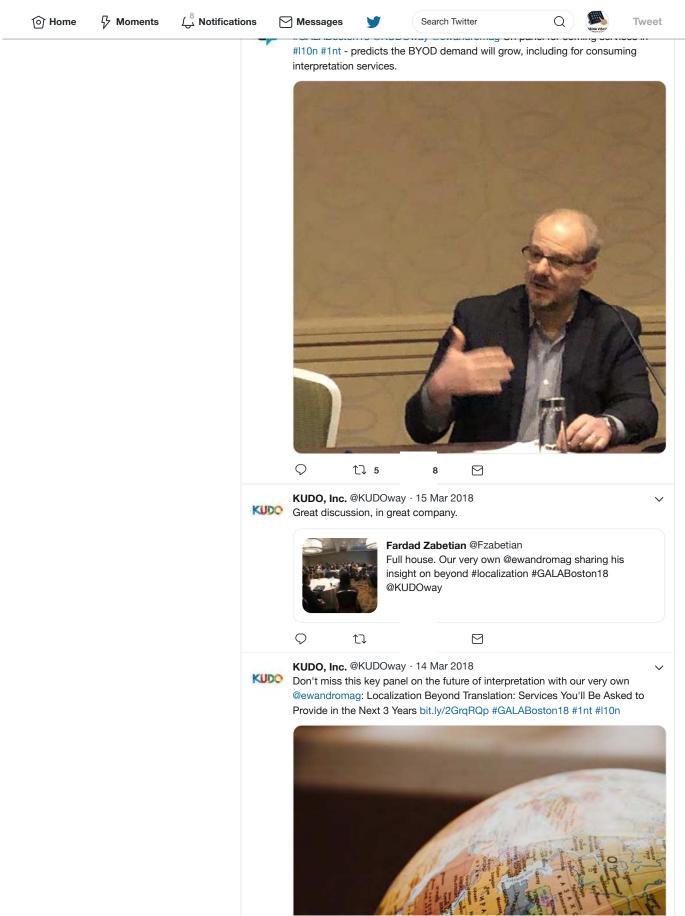


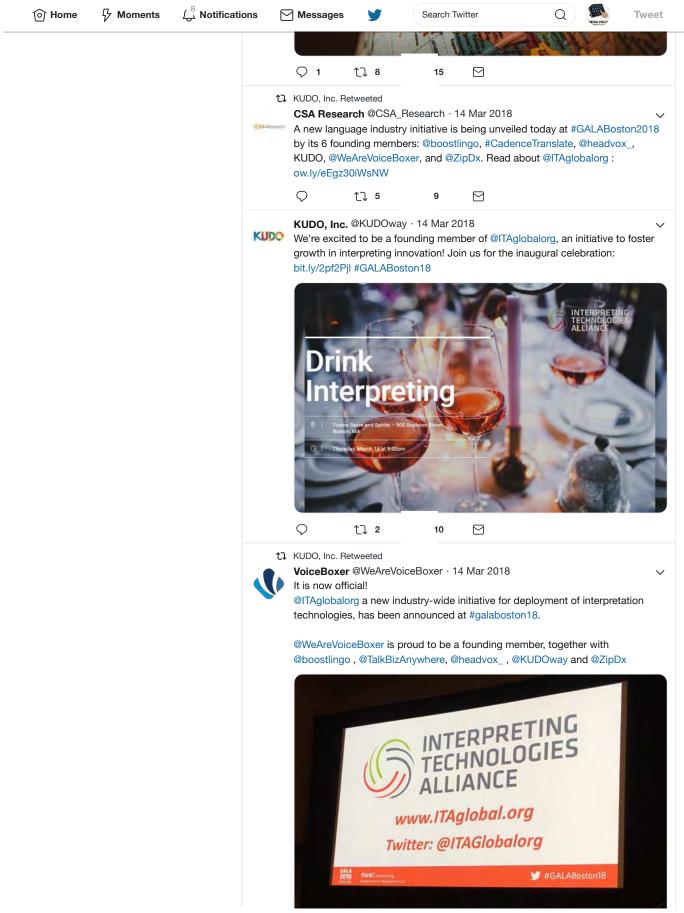


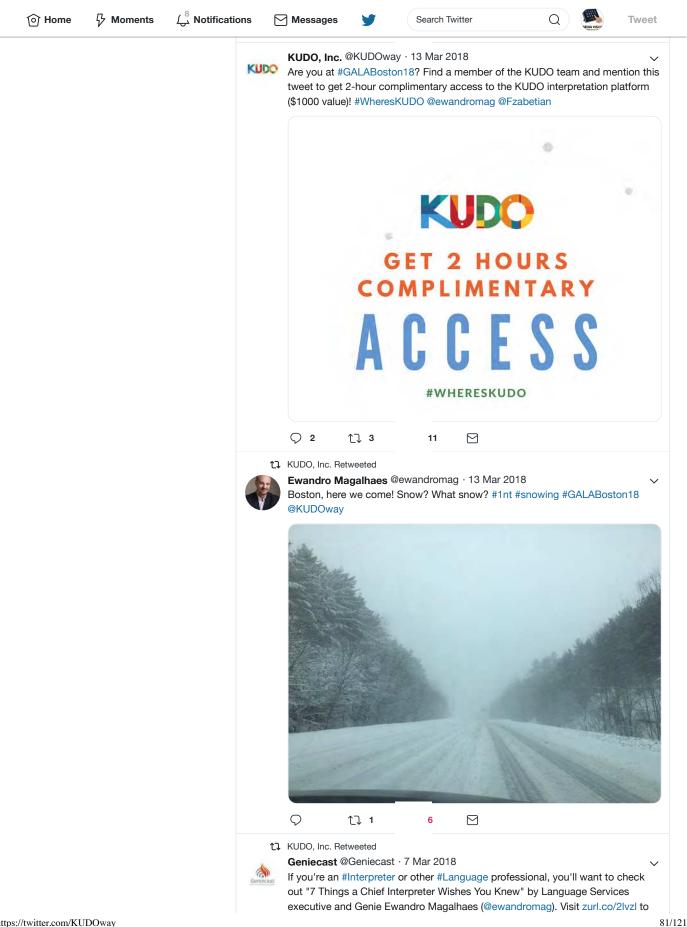


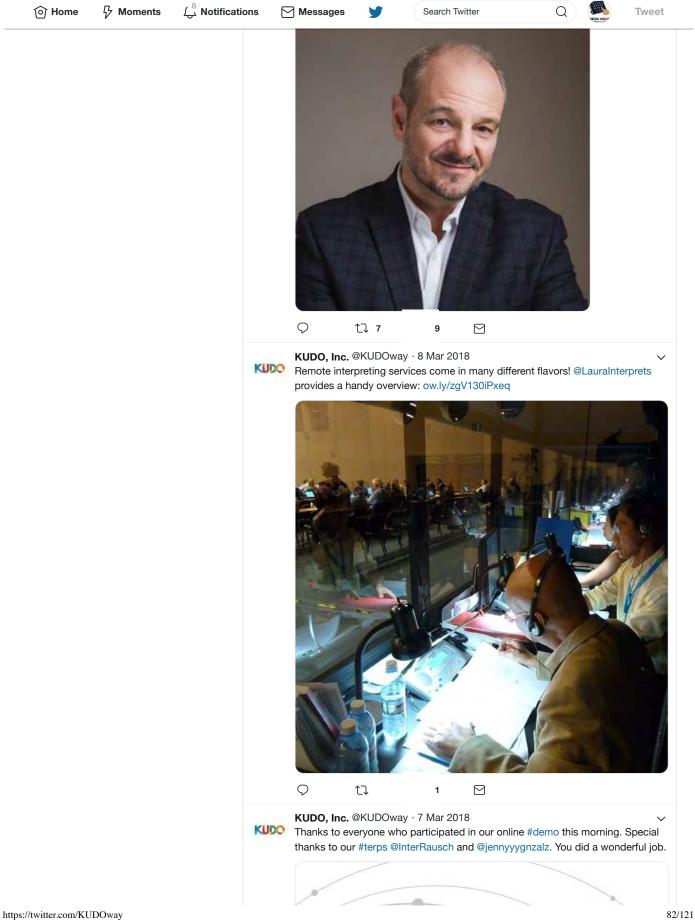


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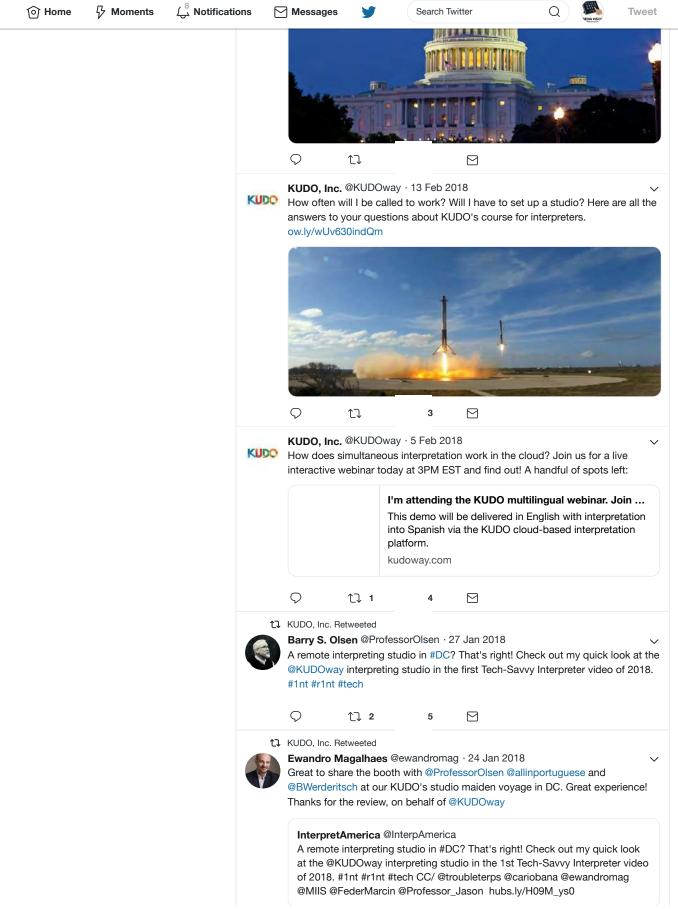


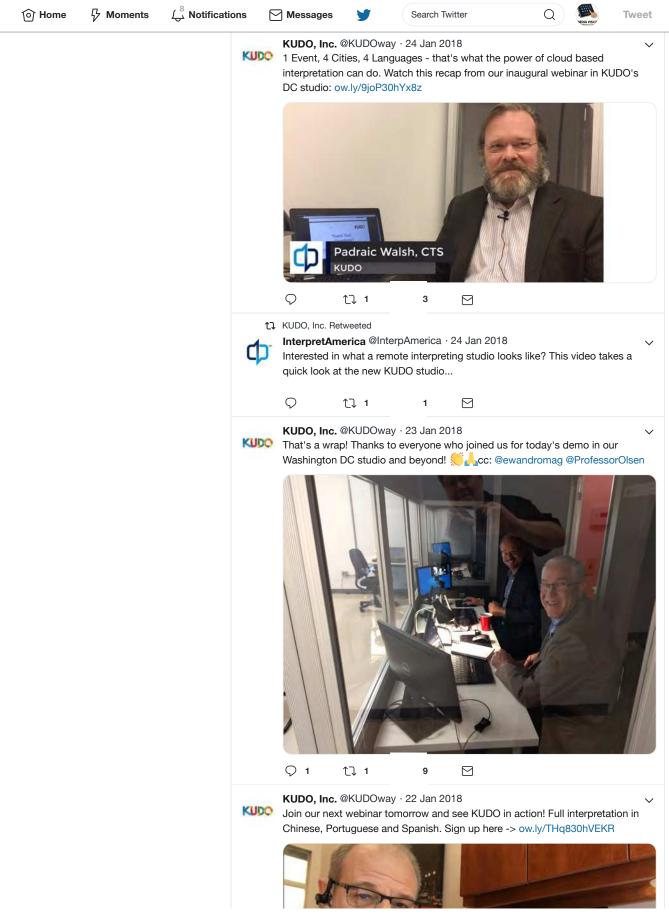


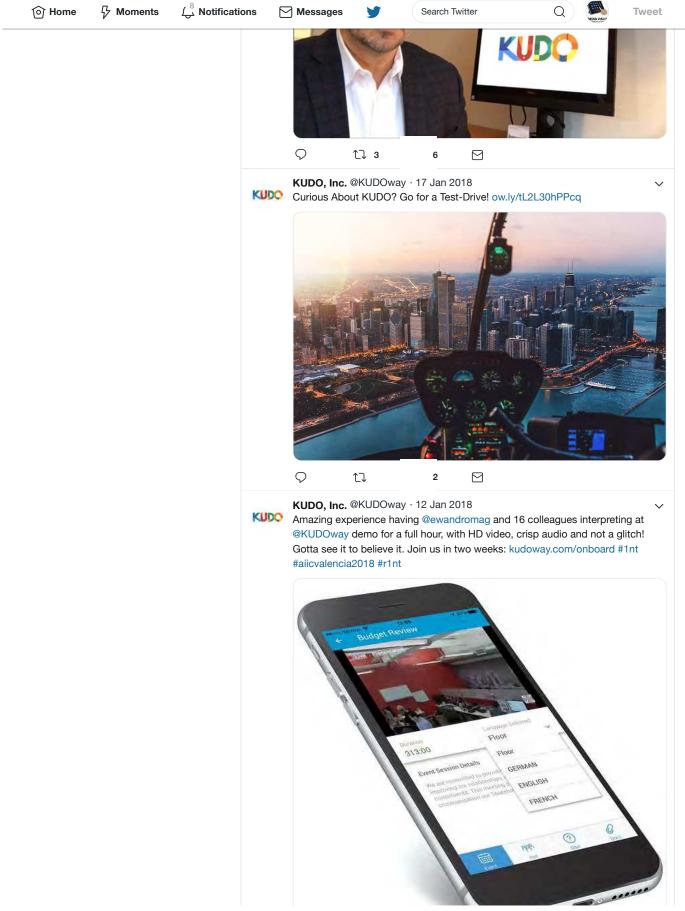


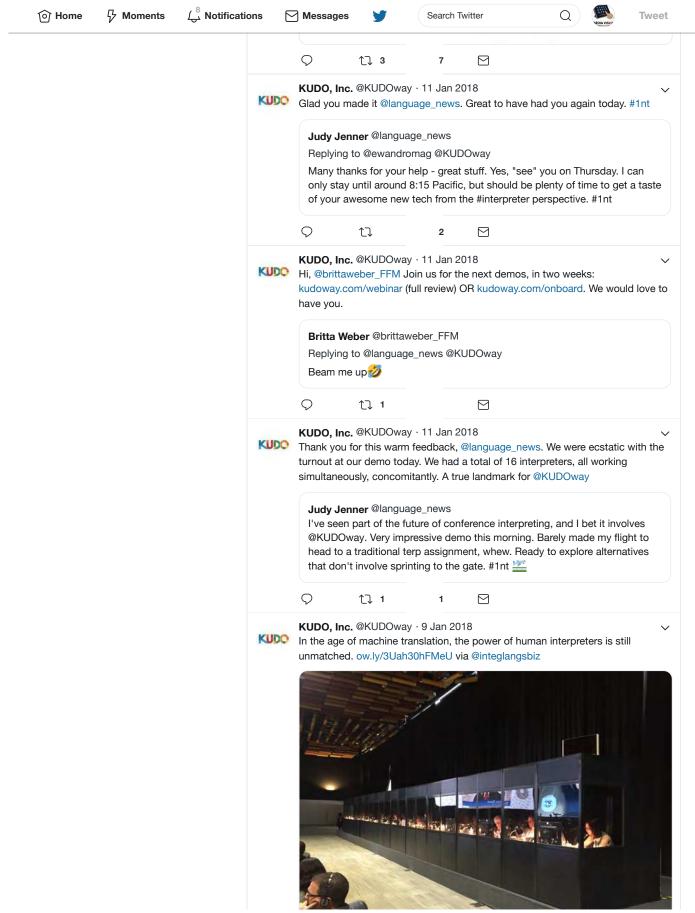


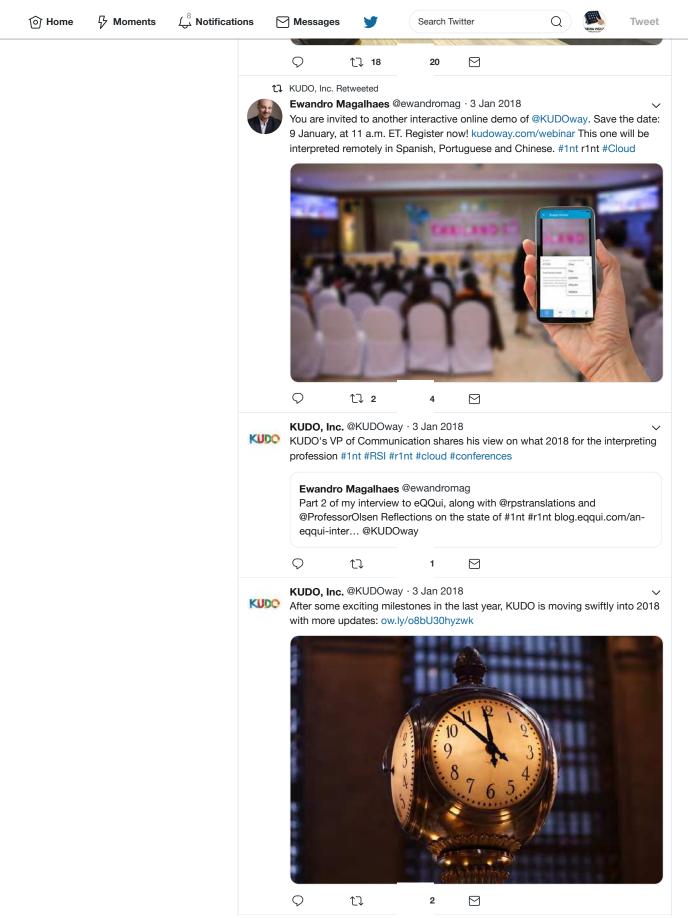










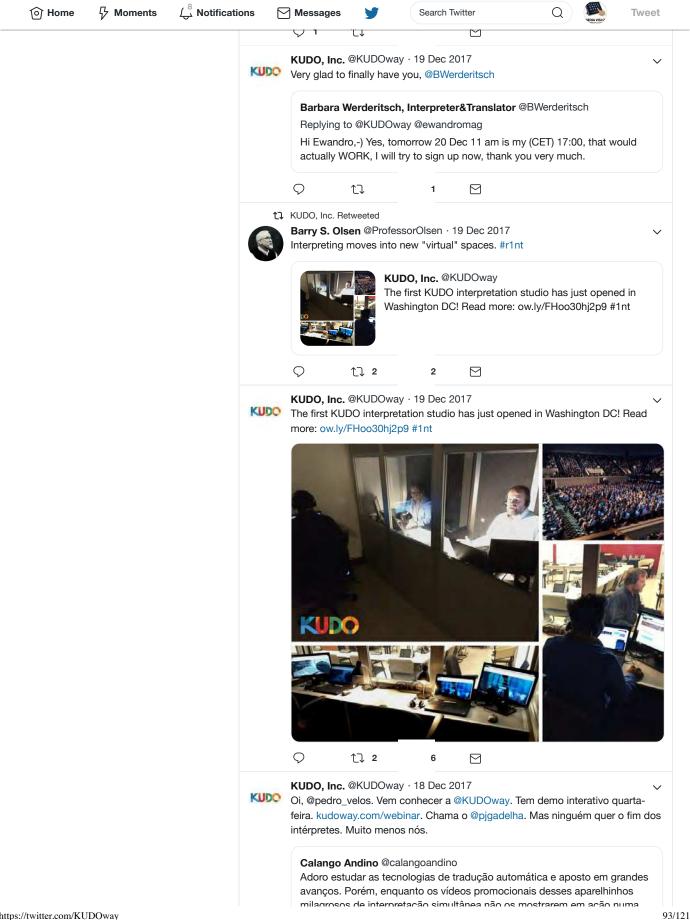


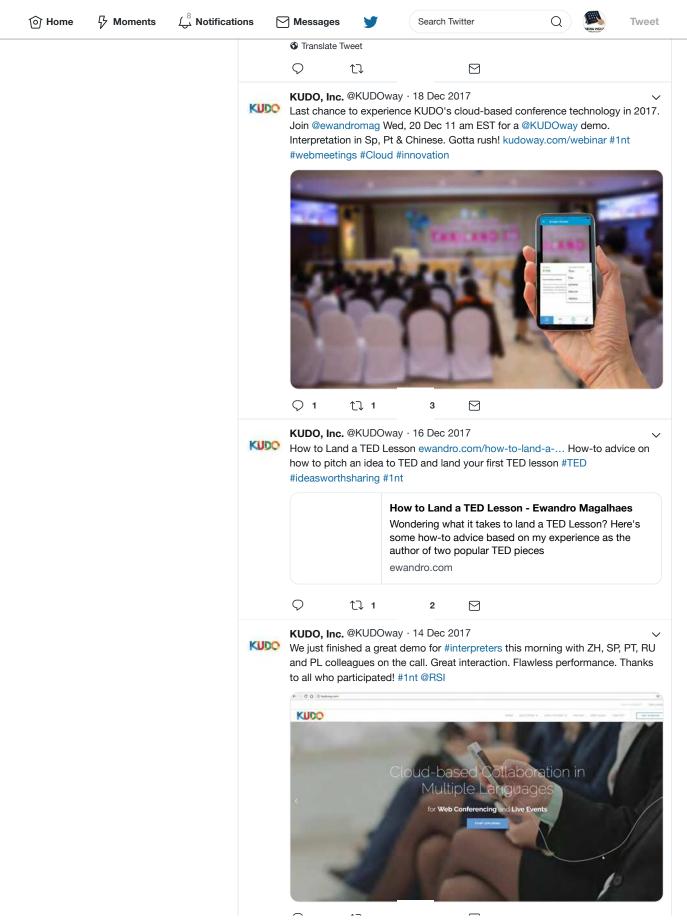
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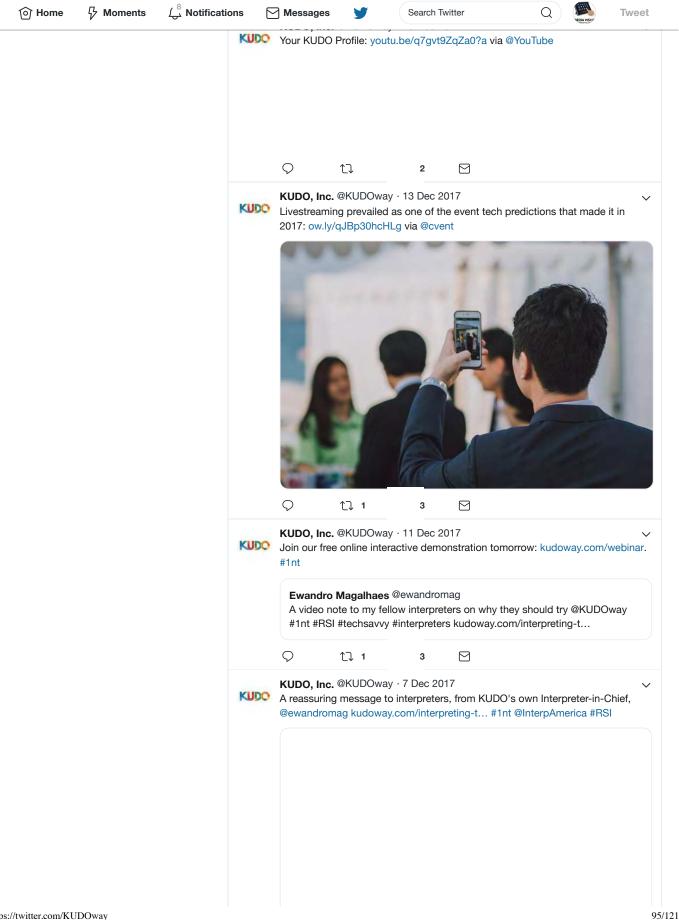
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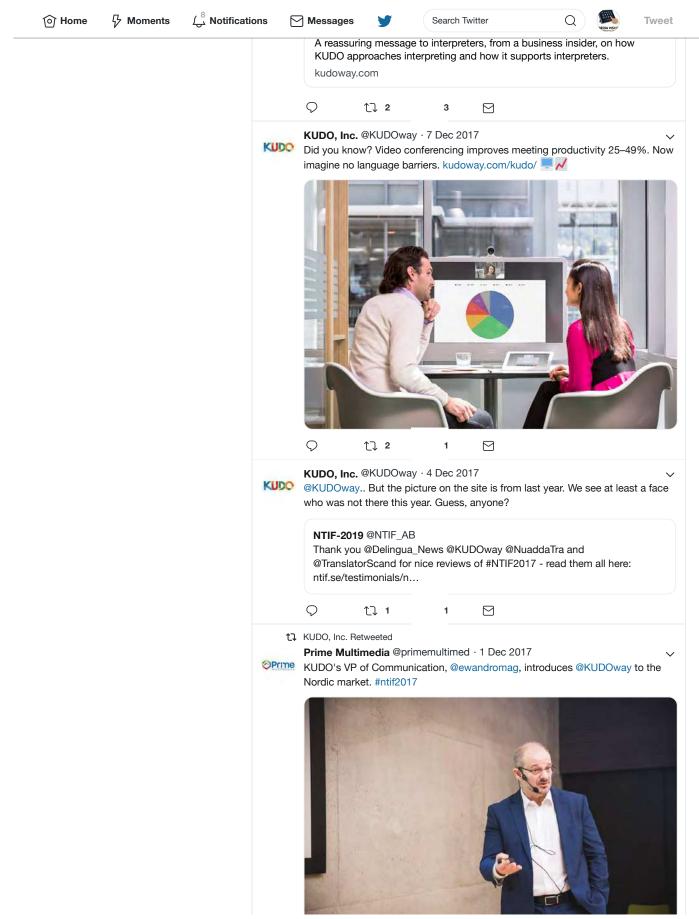


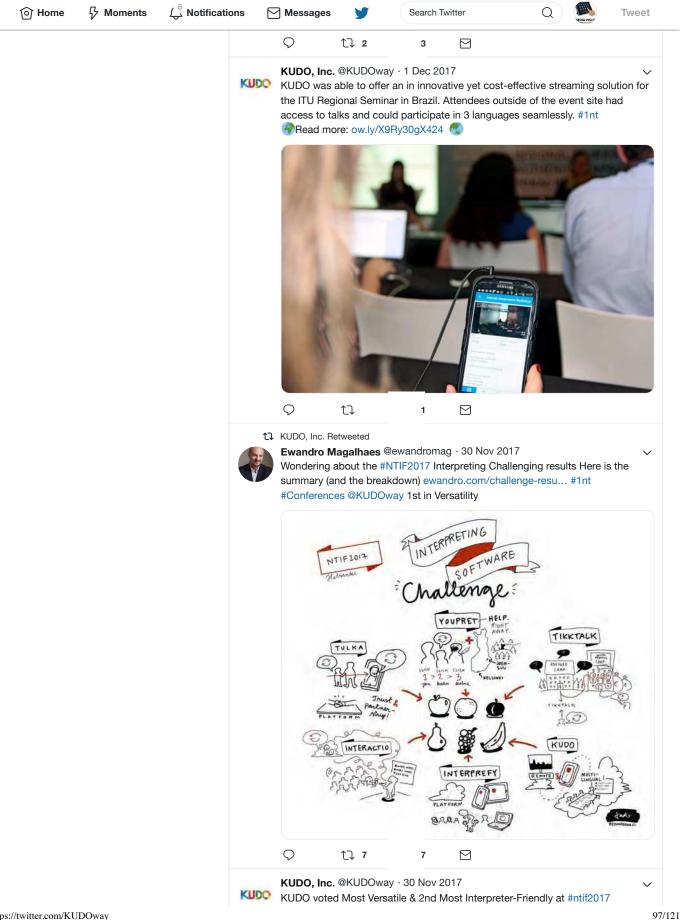
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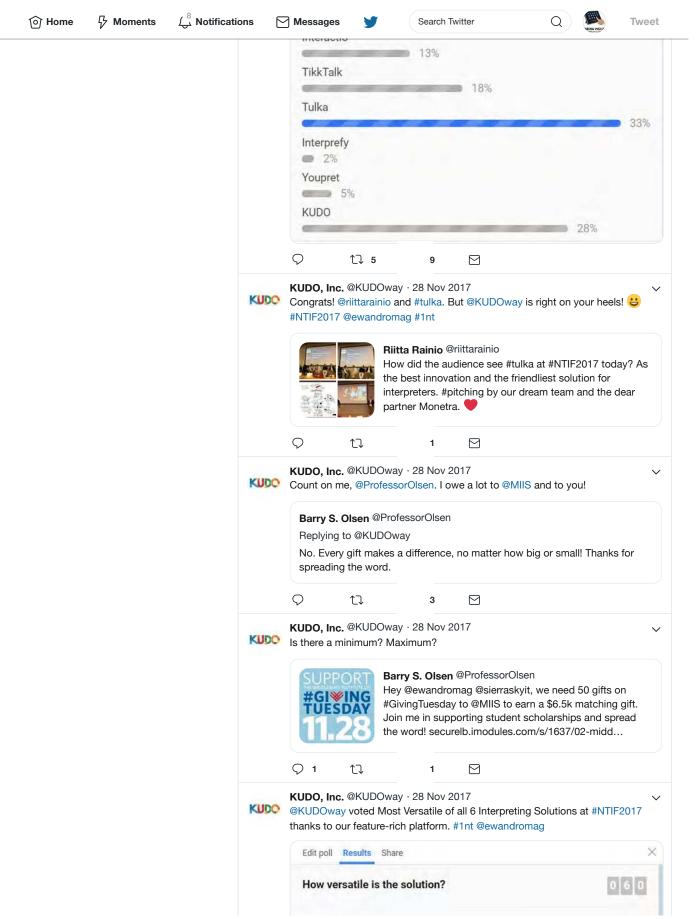


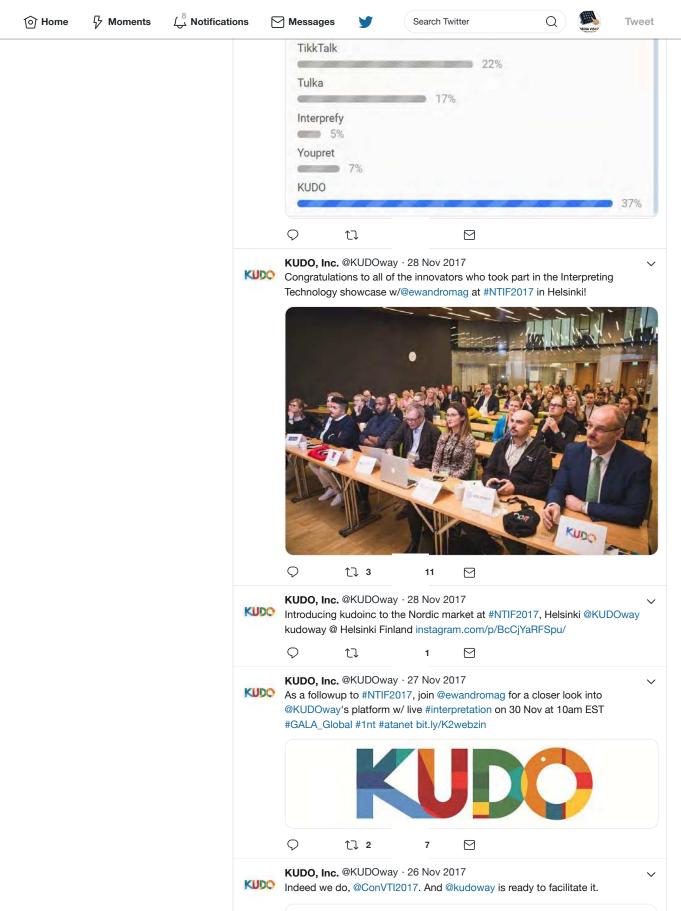






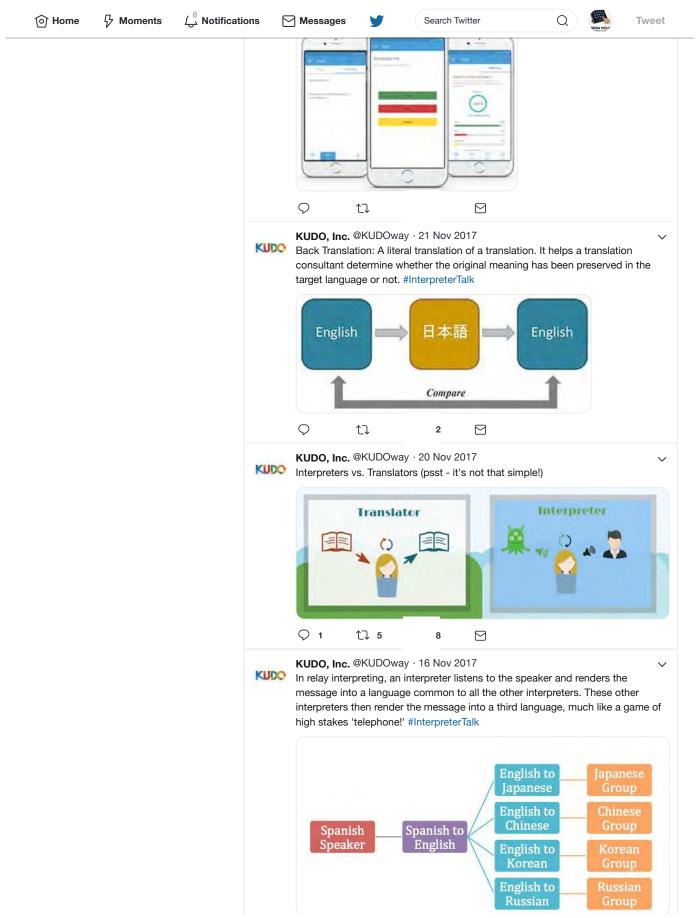
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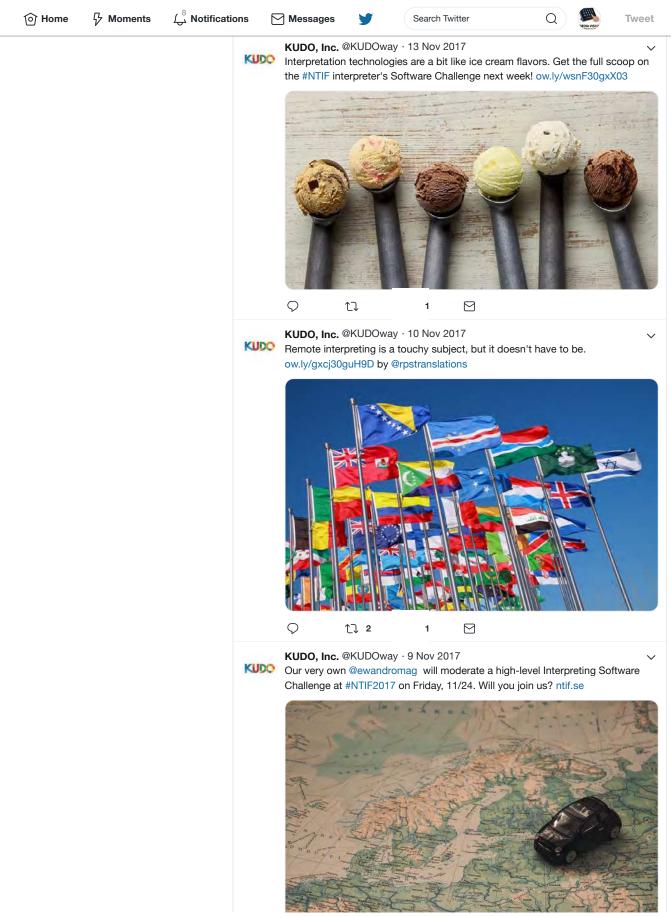




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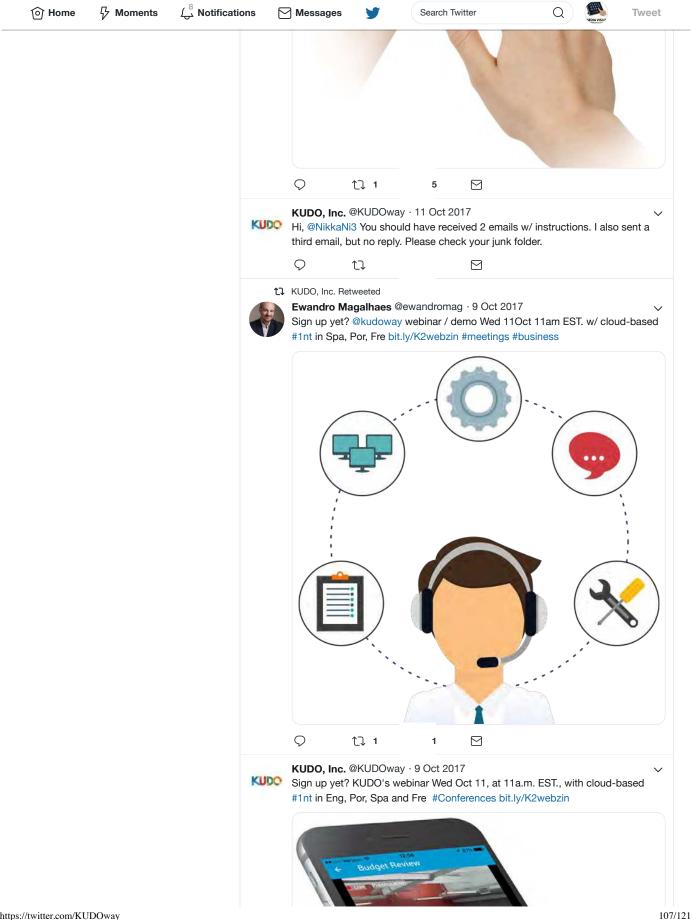




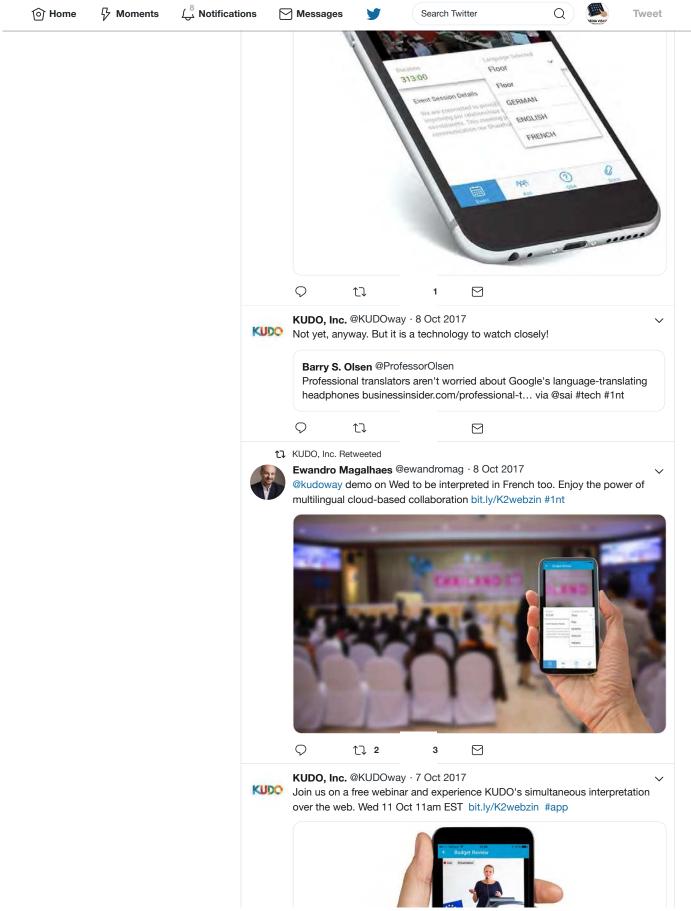


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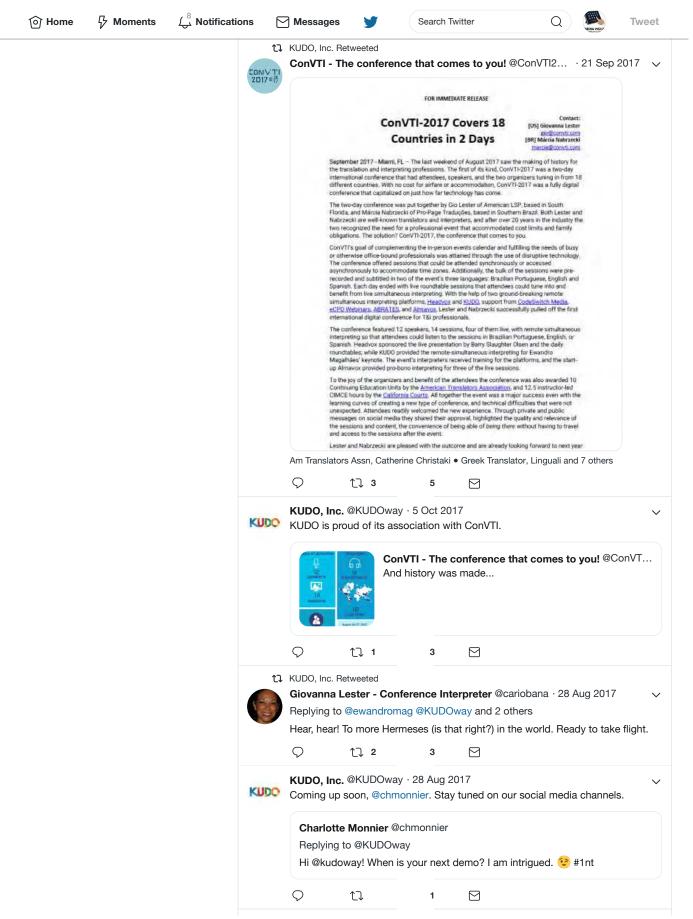
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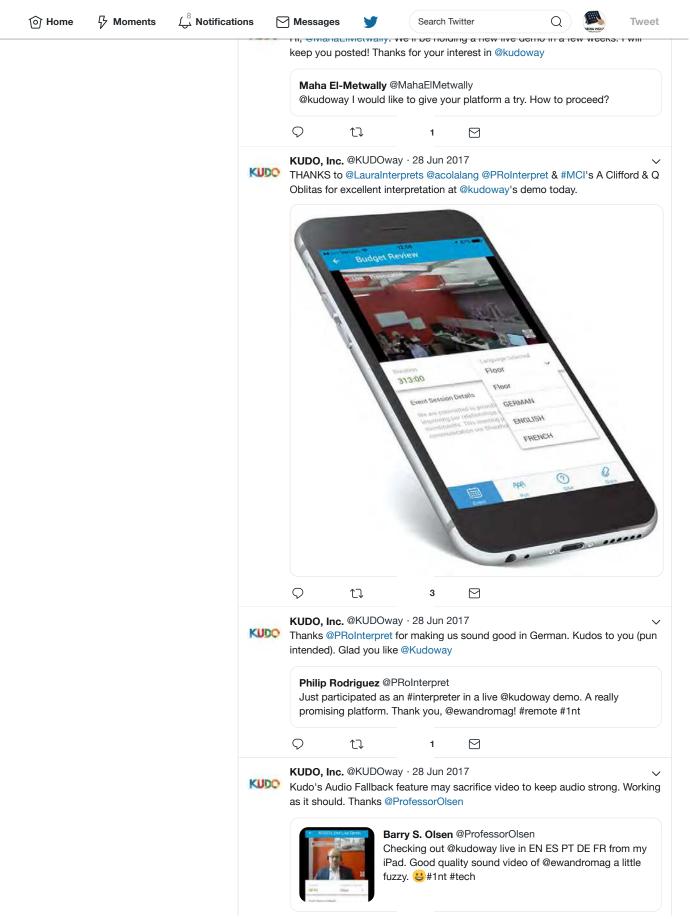


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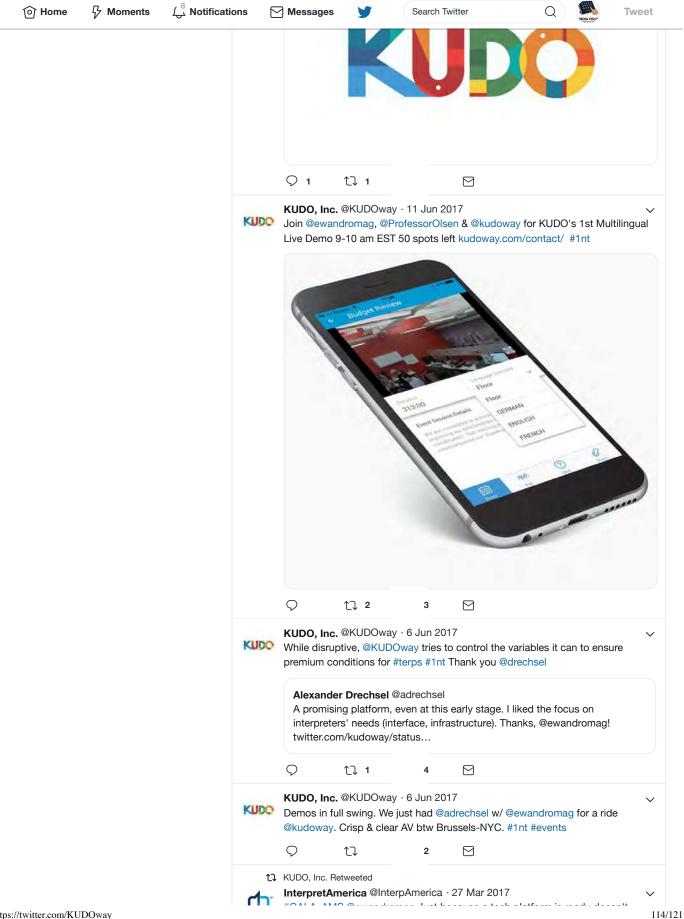


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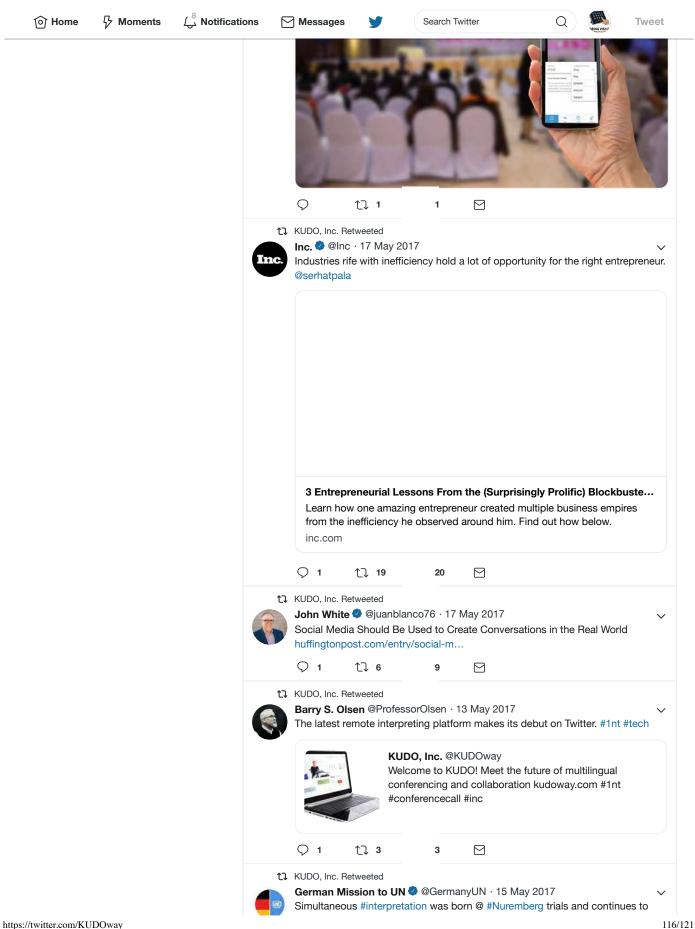
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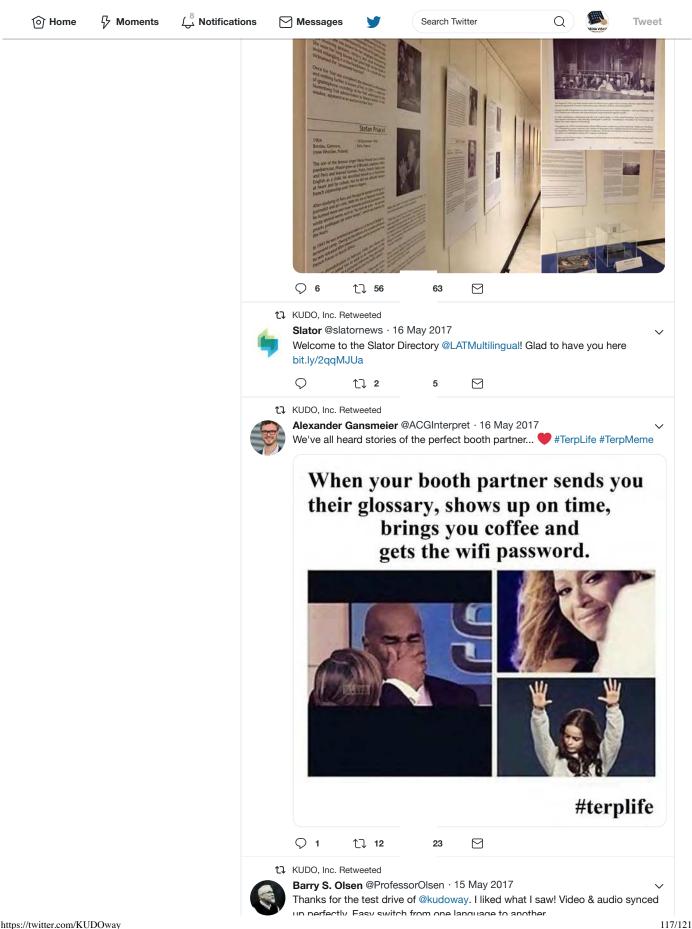


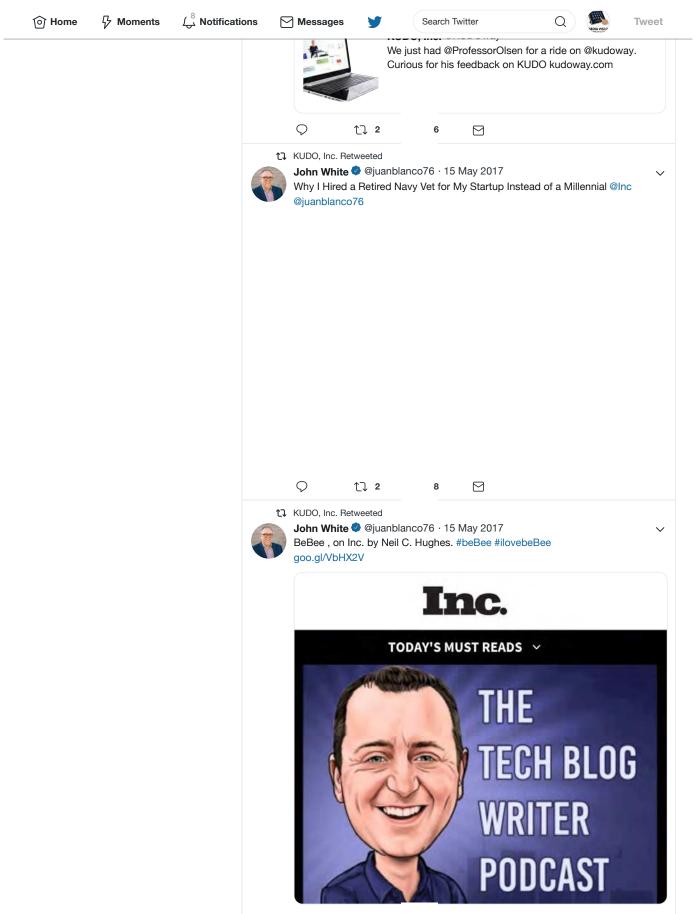
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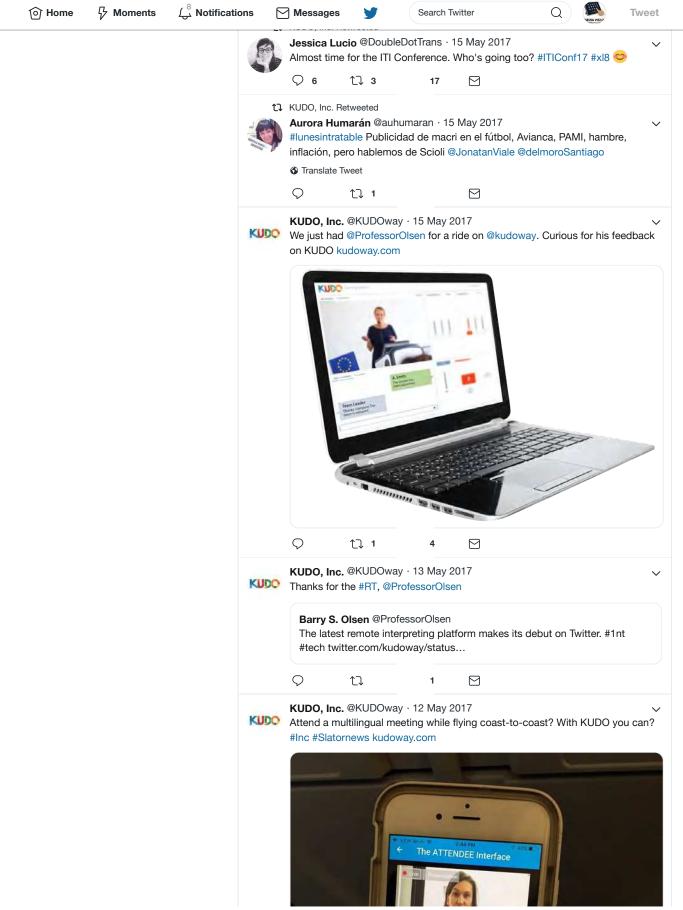




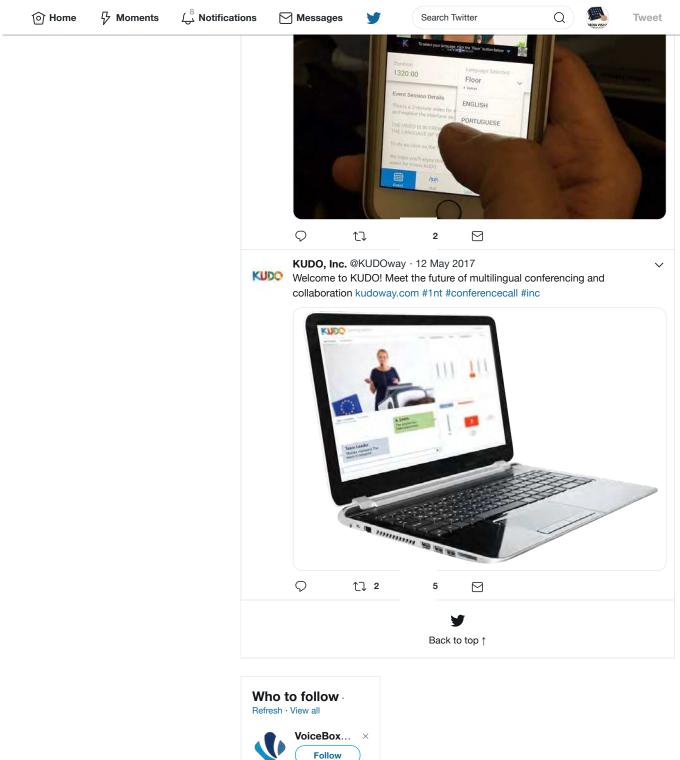








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CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing document has been served as of the date identified below by forwarding said copy to counsel via email to:

Jacqueline M Lesser Baker & Hostetler LLP 45 Rockefeller Plaza New York, NY 10111-0100 United States bhipdocket@bakerlaw.com, jlesser@bakerlaw.com, kwallace@bakerlaw.com, ahsu@bakerlaw.com,

Signature: /Benjamin Ashurov/

Dated: March 5, 2020