



DES2026 introduces Viky, a virtual assistant revolutionizing the event experience

The AI-powered avatar, which can communicate in more than 50 languages, handled over 800 voice interactions, enhancing the professionals' visit

Viky is the result of a co-production between Immerso and Girasomnis, which have combined their technological, creative and audiovisual expertise under the Maigia label, with Fluge serving as a technology partner

Madrid, June 29, 2026. – As major professional events become increasingly international, organizers face new challenges in delivering effective visitor services. Attendees need to locate venues, check schedules and get answers to their questions immediately, regardless of their language, in environments characterized by high visitor traffic and constantly updated information. To address this need, [DES – Digital Enterprise Show 2026](#), Europe's leading event dedicated to exponential technologies and artificial intelligence, held its tenth edition featuring **Viky, an intelligent avatar** that transformed the experience of the **17,733 executives** who attended the event in Málaga.

Viky, a virtual assistant powered by artificial intelligence, has helped attendees find their way around the various spaces, answer questions, access the event agenda and **make the most of their DES experience** through real-time conversations. Designed as an interactive digital totem, Viky goes beyond a traditional chatbot: she listens, processes and responds in real time, with synchronized voice and facial expressions. Her architecture allows it to operate **in more than 50 languages and covering over 97% of the world's population.**

Over the course of the three-day event, Viky **processed more than 800 real-time voice interactions**, including conversations in Spanish, German, Italian, Russian, Ukrainian and Chinese, among other languages. The experience allowed the system to be tested in situations typical of a large trade show, responding to ambient noise, linguistic diversity, high foot traffic and the need to provide responses with minimal latency.

“Viky demonstrates that artificial intelligence can be integrated into events in a useful, accessible and approachable way. With Viky's presence at DES, we've not only been able to answer questions, but also help each visitor find the information they need, in their own language and at just the right moment. Thanks to initiatives like this, we're moving toward more personalized and efficient experiences”, says Sandra Infante, director of DES.

A successful co-production

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Viky is the result of a co-production between **Immerso and Girasomnis**, which have combined their technological, creative and audiovisual expertise **under the Maigia brand**. The project also involved **Fluge Audiovisuales Barcelona** as a technology partner, responsible for integrating the audiovisual infrastructure, engineering support and logistics required to ensure the interactive totem's operation during the three days of DES 2026. This partnership helped customize Viky with a specific avatar design, ensuring that its aesthetics and identity perfectly aligned with the essence of the event.

With this project, DES reinforces its commitment to showcasing real-world applications of artificial intelligence that help improve the quality of the experience for event attendees. This initiative also paves the way for trade shows, conferences and corporate spaces to integrate assistants capable not only of providing information but also of performing tasks in real time, thereby transforming the user experience.

A revolution for the events industry

The future of these virtual assistants will go beyond verbal interaction. Maigia's technological ecosystem is evolving to equip Viky and future avatars with transactional capabilities and deep integrations into corporate systems. Thanks to the implementation of connected architectures (such as the MCP protocol), avatars will move beyond merely providing information to become executive agents capable of performing complex tasks in real time that will revolutionize the MICE industry.

Their advanced capabilities will enable them to improve check-in and reception management at events by fully automating the registration process; enhance the sharing and display of documents, such as brochures or maps; and manage and send information such as booking confirmations or personalized information, among other initiatives.

[About DES | Digital Enterprise Show \(June 9-11, 2026, FYCMA, Malaga\)](#): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Malaga City Council and the Regional Government of Andalusia. Over nine editions, it has become the largest European professional event on exponential technologies and one of the world's leading events, offering senior management the latest solutions and products to accompany large corporations, SMEs, and European public administrations towards digital transformation. Over three days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products from all industries.

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