

The World Intellectual Property Organization: Revolutionizing Diplomacy with innovative Technology

Nestled at the heart of the United Nations' operations in Geneva, Switzerland, the World Intellectual Property Organization (WIPO) stands as a beacon of innovation and diplomacy.

As a UN agency, WIPO offers a global forum for intellectual property policy, services, information, and cooperation on a global scale between UN member states. With a rich history dating back to 1967, WIPO has experienced remarkable growth, evolving into a complex with multiple iconic buildings, including the Arpad Bogsch building and its striking 13-storey glass tower. This impressive venue hosts delegations from the world's most influential nations, facilitating up to 150 days of conferences across its various buildings.

A Commitment to Innovation:

Recognizing the importance of technology in the modern world, **WIPO** has made a significant commitment to innovation. This commitment is reflected in its recent investment in a **state-of-the-art audio and video conferencing system**. The project, entrusted to **AV integrator Projection Nouvelle**, aimed to revolutionize the way WIPO conducts its conferences and meetings.

A Unified Communication Network:

At the heart of the project was the creation of a **unified communication network** that would connect **WIPO's various meeting rooms and interpretation booths**. This network, secured by **VLANs**, would allow for active coupling of rooms, enabling WIPO to **accommodate** more delegates in different rooms and to **enhance flexibility** for interpretation services.

Seamless Integration and User-Friendly Experience:

The new conferencing system was designed to be as **user-friendly** as possible, ensuring a seamless experience for delegates regardless of the meeting space they occupy. Both **Conference Room A** and the **modern conference room** were equipped with **Televic Plixus conferencing units** and a **Lingua TX language distribution system**, allowing for the interpretation of discussions into and from **six** languages: French, English, Spanish, Chinese, Arabic, and Russian.

Room-to-Room Coupling and Remote Participation:

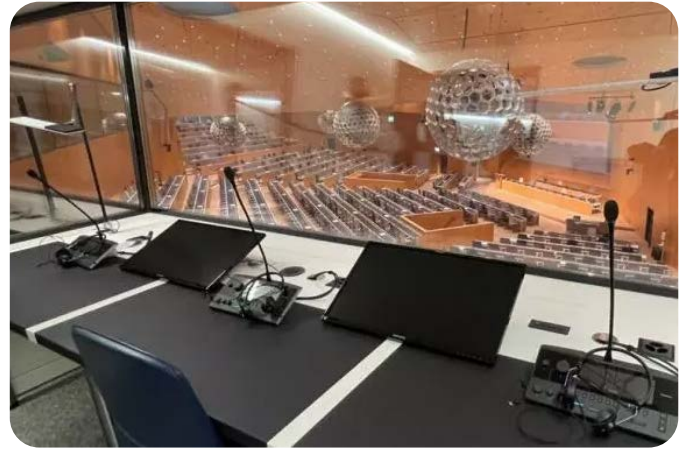
The system also facilitated **room-to-room coupling**, allowing delegates to participate in meetings from different locations within the **WIPO complex**. This feature was particularly beneficial during the COVID-19 pandemic, **enabling WIPO to continue its work without disruptions**.

A Collaboration of Vision and Expertise:

WIPO's partnership with Projection Nouvelle proved to be a resounding success. Projection Nouvelle's expertise in **AV technology** and its ability to work closely with WIPO's team ensured the project's smooth execution.

Conclusion:

WIPO's investment in cutting-edge technology is not only a testament to its **commitment to innovation** but also a **reflection of its understanding of the importance of communication in today's interconnected world**. By embracing technology, WIPO has streamlined its operations, enhanced accessibility, and strengthened its position as a leader in **international diplomacy**. As WIPO continues to invest in advanced technology, it will undoubtedly play an even more significant role in shaping the future of global cooperation and dialogue.



TELEVIC CONFERENCE

Leo Bekaertlaan 1
8870 Izegem
Belgium

Phone : +32 51 30 30 45
Email : conference@televic.com

MARKETING RESPONSIBLE AND CONTACT DURING ISE

Lena Schoolaert

Phone : +32472411893
Email : l.schoolaert@televic.com