

LAUNCH OPENING – LUMEN ONE

Good evening, everyone, and welcome to the launch of **Lumen One**. My name is **Sarah Collins**, and for the next **forty minutes** I am your host.

[PAUSE – WAIT FOR THE ROOM TO SETTLE]

Two years ago, a team of **twelve engineers** in **Rotterdam** asked a simple question: **why does planning a live event still feel like it did in 1995?** Tonight you will see their answer.

Before we begin, a few practical notes. The bar stays open until **22:30**. Photos are welcome, but please keep the **first two rows clear** for the camera crew. And if you need anything at all, look for the people in **green lanyards**.

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[VIDEO: BRAND FILM – 2 MIN]

Lumen One is already in use at **140 venues** across **9 countries**. Since the pilot started on **3 March**, it has handled more than **18,000 bookings**, and **not one of them was double-booked**.

To tell you how it all began, please welcome our co-founder and chief executive, **Dr. Elena Moretti**.

[APPLAUSE – ELENA ENTERS STAGE LEFT]

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