

Turning Blue-Light Towers into Campus-Wide Intelligent Assistants

A complete solution for your Campus

At a glance

Universities already rely on blue-light towers as a symbol of safety. By adding Aiden, a multilingual conversational AI, these towers evolve into everyday smart assistants that enhance safety, streamline campus navigation, support international students, and improve the overall campus experience. Aiden integrates seamlessly with existing infrastructure—no hardware replacement required—while enabling modern, AI-driven services across campus.



CHALLENGES

What Today's Campuses Are Struggling With

Universities are under growing pressure to deliver a safer, more intuitive, and more inclusive campus experience—yet several structural challenges persist:



COMPLEX CAMPUSES, CONFUSING NAVIGATION

Students and visitors often get lost and need constant wayfinding support.



GROWING INTERNATIONAL STUDENT POPULATION

Need of consistent multilingual support for daily questions and safety needs.



UNDERUSED SAFETY INFRASTRUCTURE

Alert towers serve only during emergencies, despite being highly visible on campus.



EXPECTATIONS FOR AI-ENABLED ASSISTANCE

Students expect immediate, accessible help across the campus—not just through apps.

SOLUTION

Aiden Integrated into Blue-Light Towers

Aiden introduces a new category of value for campuses by converting existing towers into interactive, AI-powered assistants. With support for 40 languages, natural conversation, and contextual help, Aiden enhances both safety and the day-to-day campus experience. Aiden provides:



WAYFINDING

- Step-by-step directions across campus
- Help locating buildings, services, events, or accessibility routes
- Real-time assistance for visitors, new students, and prospective families

ASSISTANCE

- Automated campus tours accessible from any enabled tower
- Self-guided experiences that enrich admissions visits
- Answers to common questions about building hours, access issues, or campus services

TRANSLATION

- Instant multilingual support for students, parents, visitors, and staff
- Bridges communication gaps during orientation, emergencies, or daily interactions
- Ensures inclusivity for the growing global student population



Key metrics

Key metrics highlight the measurable impact Aiden brings to campus operations, student experience, and overall institutional outcomes.



95%

accuracy in multilingual responses



15%

improvement in visitor satisfaction



25%

reduction in staff time spent answering repetitive questions

BENEFITS for the University Community

FOR STUDENTS

- 1 Faster access to reliable information wherever they are.
- 2 Increased sense of safety through intelligent, responsive support.
- 3 Easier navigation and reduced anxiety during the first weeks on campus.
- 4 Multilingual assistance that empowers international students to be more independent.

FOR FAMILIES & PROSPECTIVE STUDENTS

- 1 Self-guided tour options improve campus visit experiences.
- 2 Greater confidence in campus safety systems.
- 3 Clear, accessible information during admissions events or orientation.
- 4 Enhanced perception of the university's innovation and student-centered approach.

FOR THE UNIVERSITY

- 1 Modernizes existing infrastructure without hardware replacement.
- 2 Boosts campus experience, recruitment, and retention.
- 3 Demonstrates leadership in student safety, accessibility, and AI adoption.
- 4 Creates new opportunities for engagement analytics and operational insights.



SCAN AND TRY!

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