

FIFA X WILKINS MEDIA · AI-POWERED MATCH-DAY GUEST INFRASTRUCTURE

# Text FIFA. Tap FIFA. Call FIFA.

FAN GUEST LINE · AI-ROUTED

## 1-888-827-3432

10-language voice & SMS · Instant AI routing · 5 fan modes

NLP INTENT DETECTION

MULTILINGUAL STT

REAL-TIME ROUTING

WILKINS MEDIA DIRECT

## +1-844-851-6334

Sponsor inquiries · Media partnerships · Venue coordination

SALES & PARTNERSHIPS

MEDIA INQUIRIES

Two dedicated lines. One AI-powered guest infrastructure. Every fan interaction — text, call, or QR scan — is routed through natural language processing, real-time translation, and deterministic intent matching.

**FAN MODES**

**5**

Directions, food, rewards, help, VIP

**LANGUAGES LIVE**

**10**

Multilingual guest support

**ATLANTA MATCHES**

**8**

Group & knockout rounds

**VISITOR RANGE**

**225K–300K**

Projected metro visitors

**SEAT EXPOSURE**

**600K**

Gross seat-events

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**TEXT FIFA · TAP FIFA · CALL FIFA · 1-888-827-3432 · +1-844-851-6334**

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**WHAT FANS CAN DO WITH 1-888-827-3432****Five modes. One number.****Directions**

Instant wayfinding to gates, transit, parking, and points of interest — in the fan's language.

**Food**

Nearby food, family comfort, and hospitality options with contextual recommendations.

**Rewards**

Sponsor-triggered rewards, loyalty states, and collectible activations earned through engagement.

**Help**

Instant safety support, medical guidance, lost-and-found, and deterministic assistance routing.

**VIP**

Premium routing, hospitality upgrades, executive-grade visuals, and white-glove arrival support.

**HOW TAP FIFA WORKS****Four entry points. Instant routing.****1****Scan QR**

Posters, wristbands, and signage across Atlanta venues carry Tap FIFA QR codes.

**2****Text FIFA**

Text "FIFA" to 1-888-827-3432 for instant multilingual guest support. Contact +1-844-851-6334 for media and sponsor inquiries.

**3****Call FIFA**

Call 1-888-827-3432 for AI-routed voice assistance in 10 languages. Media and partnerships: +1-844-851-6334.

**4****Get Routed**

The system detects language, matches intent, and delivers the right answer instantly.

**WHY SPONSORS AND VENUES CARE**

# Monetized utility at every touchpoint.

## ●Measurable Activations

Every scan, text, and call is tracked. Sponsors see real engagement data — not impressions, real interactions tied to fan actions.

## ●Multilingual Reach

10 languages live on day one. Fans from Spain, Morocco, Saudi Arabia, Haiti, Cabo Verde, South Africa, and Uzbekistan are served natively.

## ●Monetized Utility

Sponsor offers are embedded directly in fan help flows. When a fan asks for food, they see your restaurant. When they need directions, they see your venue.

## ●Reward Conversions

Loyalty states, collectible activations, and sponsor-triggered rewards drive repeat engagement and measurable conversion events.

**TEXT FIFA · TAP FIFA · CALL FIFA · 1-888-827-3432 · +1-844-851-6334**

## AI INFRASTRUCTURE BEHIND THE NUMBERS

# What powers every call, text, and tap.

Both phone lines are backed by a full-stack AI pipeline — not a call center. Every interaction is processed, routed, and responded to by intelligent systems built for scale.

## NLP Intent Engine

Every inbound message — text or voice — is parsed through natural language processing to detect fan intent: directions, food, help, rewards, or VIP. No menus, no hold queues.

FastAPI · Python · Deterministic routing

## Multilingual STT/TTS

Voice calls are transcribed in real time across 10 languages using speech-to-text, processed for intent, and responded to with synthesized voice in the caller's language.

Whisper · Piper TTS · 10 languages

## Media Generation

Sponsor activations, QR posters, and fan reward visuals are generated on demand via ComfyUI, Blender, and Cloudflare Workers AI — no stock assets, everything is contextual.

ComfyUI · Blender · FFmpeg · CF Workers AI

## INFERENCE

## GPU

RTX 5090 · 24GB VRAM

**VOICE ENGINE**

# Local

On-device STT & TTS

**EDGE AI**

# Cloudflare

Workers AI at CDN edge

**ORCHESTRATOR**

# FastAPI

Campaign, prompt, rights, export

**ATLANTA DEMAND**

# The market is already here.

**MATCHES****8**

Group stage and knockout rounds at Mercedes-Benz Stadium

**CAPACITY****75,000**

Per-match seated capacity

**GROSS EXPOSURE****600K**

Total seat-events across all 8 matches

**METRO VISITORS****225K–300K**

Projected unique visitors over the tournament window

**COUNTRIES****9**

Teams with confirmed or likely Atlanta group assignments

**LANGUAGES****10**

Priority languages for fan support and sponsor activations

**PLATFORM**

# What powers the system.

**OPERATOR SYSTEM**

## Infrastructure

**Next.js guest app**

Color-coded launch page and Tap FIFA experience across five fan modes.

**FastAPI orchestrator**

Campaign routes, job queue, prompt build, rights guard, export/download pipeline.

**Generation engines**

ComfyUI, Blender, FFmpeg, and Cloudflare Workers AI for media production.

**Output packaging**

ZIP downloads, profile exports, metadata sidecars, and sales kit PDFs.

**EXPLORE FURTHER**

## Deep Dive Pages

**Platform:** system surfaces, routes, packages, and the full repo map.

**Architecture:** the end-to-end request, generation, and export pipeline.

**Media Studio:** local and Cloudflare-backed image/video generation.

**Demand Model:** Atlanta visitor projections, formulas, country-language targeting.

**Sales Kit:** print-ready PDFs, CSV data, and master prompt downloads.

**SYSTEM SURFACES**

# 3

Web, orchestrator, dashboard

**MEDIA PATHS**

**4**

ComfyUI, Blender, FFmpeg, Cloudflare

**LIVE SYSTEM VALIDATION**

**27/27**

All checks passing

## BLOG &amp; INSIGHTS

# Building in public. Shipping in real time.

Follow along as we build, test, and deploy the Tap FIFA infrastructure for Atlanta 2026.

APRIL 14, 2026

## Dual Number System Live

Fan guest line (1-888-827-3432) and Wilkins media line (+1-844-851-6334) are both active with AI routing. Every call and text now flows through our NLP intent engine with real-time language detection.

Infrastructure

Launch

APRIL 14, 2026

## AI Media Pipeline Operational

ComfyUI, Blender, FFmpeg, and Cloudflare Workers AI are generating sponsor visuals, QR posters, and fan reward assets on demand. RTX 5090 GPU inference running locally with edge fallback to Cloudflare.

AI

Media

APRIL 14, 2026

## Full Platform Docs Published

Six-page documentation site live at [fifa.unykorn.org](https://fifa.unykorn.org) covering platform architecture, media studio, demand model with projections for 225K–300K visitors, and downloadable sales kit PDFs.

Docs

Sales

APRIL 13, 2026

# 10-Language Voice Support

Multilingual speech-to-text and text-to-speech live across English, Spanish, French, Arabic, Haitian Creole, Portuguese, Afrikaans, Uzbek, Wolof, and Russian. Sovereign local pipeline — no cloud dependency for voice.

Voice

Languages

APRIL 12, 2026

# Atlanta Demand Model Complete

Projections modeled across three scenarios: conservative (68K activations), base case (131K), and aggressive (207K). Grounded in FIFA's official 225K–300K visitor estimate for 75K-seat Mercedes-Benz Stadium across 8 matches.

Data

Projections

APRIL 11, 2026

# FastAPI Orchestrator & 27/27 Validation

Full system validation passing — campaign routes, prompt engine, rights guard, generation pipeline, and export packaging all operational. Orchestrator serving on port 8400 with live job queue and health endpoints.

Backend

Testing

FAN GUEST LINE

**1-888-827-3432**

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WILKINS MEDIA

**+1-844-851-6334**

**Tap FIFA by Wilkins Media** · [fifa.unykorn.org](http://fifa.unykorn.org)

Fan Line: **1-888-827-3432** · Media: **+1-844-851-6334**