



AI MEDIA

WooSox, AI-Media & Backbone

Breaking Language

Barriers with LEXI Voice

CASE STUDY



The Challenge

At their annual Korean Night, the Worcester Red Sox (WooSox) wanted every fan to feel included. But live announcements and commentary were only in English - limiting the experience for Korean-speaking fans. Traditional interpreters were costly, complex, and not scalable.

“

The WooSox clearly indicated that they always wanted their Korean community to feel fully included at Polar Park. This year, we found them the solution.”

- Russ Newton, Head of Strategic Partnerships, AI-Media



The Solution

Working with AI-Media and Backbone Broadcast, the WooSox launched a live Korean-language commentary feed powered by LEXI Voice.

- ✓ LEXI Voice - real-time, natural-sounding Korean translations.
- ✓ Encoder Pro - handled live audio feeds for instant processing.
- ✓ SoundSystem Live platform - streamed the Korean commentary to fans' smart phones, no extra hardware needed. By using existing Wi-Fi and 5G with our bonded streaming, every fan's phone became their personal translator - no CapEx required.

“

Our SoundSystem Live platform was built to deliver broadcast-quality audio without the burden of new hardware. On Korean Night, fans simply opened their phones, selected Korean, and instantly felt included - that's the power of a cloud-native solution.”

- George Capalbo, CTO,
Backbone Broadcast

The Result - Korean Night, 2025

- ✓ Inclusive experience for Korean-speaking fans.
- ✓ No interpreters or extra infrastructure required.
- ✓ Proven scalability for future heritage nights & languages.
- ✓ Fan reactions highlighted the “wow factor” of broadcast-quality Korean commentary.

“

This shows how AI-powered voice translation can redefine inclusivity in sports - scalable, seamless, and impactful.”

- Tony Abrahams, CEO, AI-Media

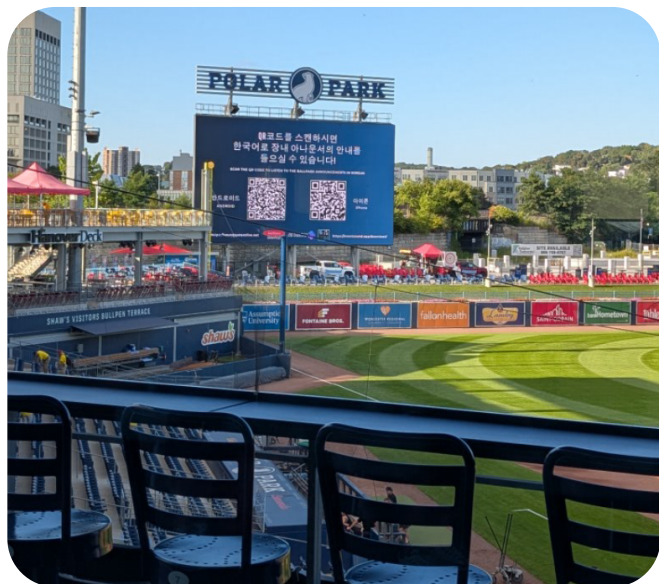
“

For the first time, I could follow every play in my own language. It made me feel part of the WooSox family.”

- Fan attendee

What's Next

- ✓ Expand to Spanish, Portuguese & other languages.
- ✓ Scale SoundSystem Live delivery across other baseball clubs.
- ✓ Drive accessibility where no fan is left out. Beyond translations, SoundSystem Live is also designed to support ADA descriptive audio and multi-channel fan engagement - positioning the WooSox at the forefront of inclusive sports.



Key Takeaway

By combining AI-Media's LEXI Voice with Backbone's cloud-first delivery, the WooSox set a new benchmark for inclusive, multilingual live sports experiences - delighting fans, strengthening community ties, and opening new commercial opportunities. It's a proof point that inclusive experiences can be scaled with no added infrastructure, turning special nights into sustainable community connections.



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Find out more about AI-Media's captioning solutions at [AI-MEDIA.TV](https://ai-media.tv) or contact sales@ai-media.tv