MindLab

PRODUCT CATALOG · PARTNER MATERIAL

Digital agents with a face, a voice and judgment

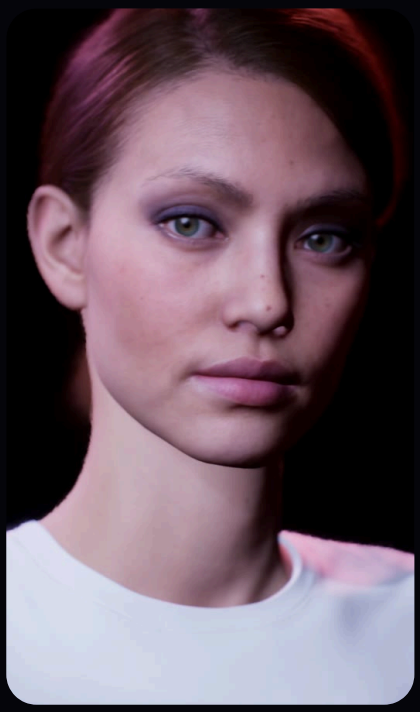
One platform to create agents, give them knowledge and tools, dress them in each customer's brand, deploy them and measure them. We present three demo agents.



Bruno
Banking · Banco Nortia (demo)



Diego
Telecommunications · Telvia (demo)



Lucía
Retail and pharmacy · Alba (demo)

THE PLATFORM

Agents with a face, a voice and judgment

MindLab lets you create digital agents that serve people the way a good professional would: they are seen, they speak in real time and they resolve requests using each company's systems and knowledge.

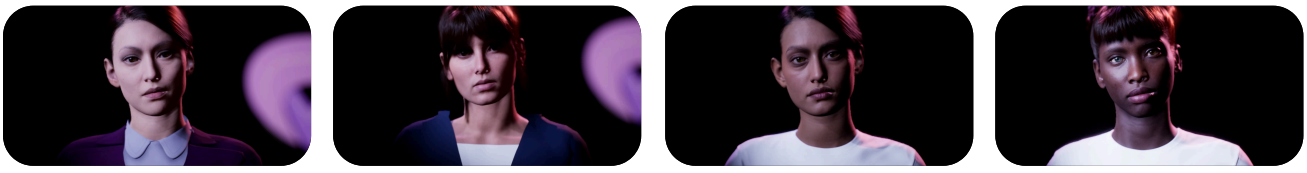
Face
Photorealistic avatar (MetaHuman) streamed to the browser in real time, with lip sync, gaze, blinking and gestures.

Voice
Natural real-time conversation in which the agent listens and speaks at the same time, with a voice and accent of its own for each character.

Judgment
Instructions by section, clear limits, tools to query real data and safeguards that govern what the agent says and does.

One platform, from idea to measurement

1. **Create**
   The agent's role, tone, language and limits are defined, and its character and voice are chosen.
2. **Give it knowledge**
   Catalogs, FAQs and policies, built into the agent's instructions or into a knowledge base of its own.
3. **Give it tools and flows**
   The agent queries and acts on the customer's systems, and shows the result as cards on screen.
4. **Dress it in the brand**
   Scene with logo and brand background, wardrobe, character and colors in line with the customer's identity.
5. **Deploy it**
   On the web with an avatar, through a QR code, as an embedded widget, by phone or in an interface without an avatar.
6. **Measure it**
   Conversation analytics, transcripts, quality evaluations and usage tracking per customer.



Some of the avatars available on the platform. Each customer can choose a character or define their own.

CAPABILITIES

Everything the platform includes

The capabilities you see in the demos and the ones that are switched on when an agent goes to a real customer.

Real-time voice

OpenAI GPT-Live engine: continuous conversation in which the agent listens and speaks at the same time. MindLab adds tools, flows, knowledge and safeguards on top of the engine.

Photorealistic avatar

MetaHuman characters rendered in real time and streamed to the browser, with nothing to install on the device of the person asking.

Natural expression

Lip sync driven by the audio, gaze, blinking and gestures. The face returns to its neutral state when the agent finishes speaking.

Gestures

Greet, explain, present, think, thank and nod. They are defined as data, with no recompiling.

On-screen cards

A catalog of more than 22 card types by industry (banking, telecommunications, health, insurance, airlines, retail), extensible with HTML templates and flows.

Tools and integrations

Platform tools, MCP servers, flows the agent can invoke and HTTP calls to the customer's own systems.

Knowledge

A knowledge base of the customer's own with semantic search, or information built directly into the agent's instructions.

Safeguards

Five layers: anti-injection, input control, output filter, tool guard and post-hoc analysis. They run in monitoring or blocking mode.

Metrics and quality

Analytics (sentiment, duration, tools used), conversations with transcripts, automatic evaluations on five dimensions, and usage and cost tracking.

Own brand

Scene with logo, mural and watermark; wardrobe and character per agent; colors per theme.

Multi-agent and multi-customer

Each customer can have several agents, each with its own avatar, voice, instructions, tools and cards. Access roles with distinct permissions.

Voice chat

Mode without an avatar to iterate an agent's instructions and see the cards before go-live.

Language. The platform lets you define the language per agent. The three demo agents serve only in Ecuadorian Spanish; other languages have not been tested on these agents.

TO SHOWCASE THE PRODUCT

Three agents, three industries

Each agent walks through a complete use case with voice, avatar and on-screen cards. All three share the same platform and differ in their role, personality and tools.



Bruno

Virtual banking advisor

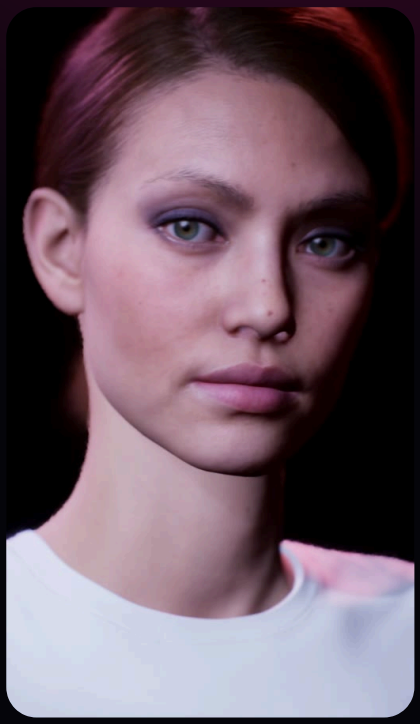
Account inquiries, transactions, loans, card blocking, transfers, exchange rates and cryptocurrencies.



Diego

Telecommunications customer service

Plans, billing and payments, service status and incidents, first-level support and request logging.



Lucía

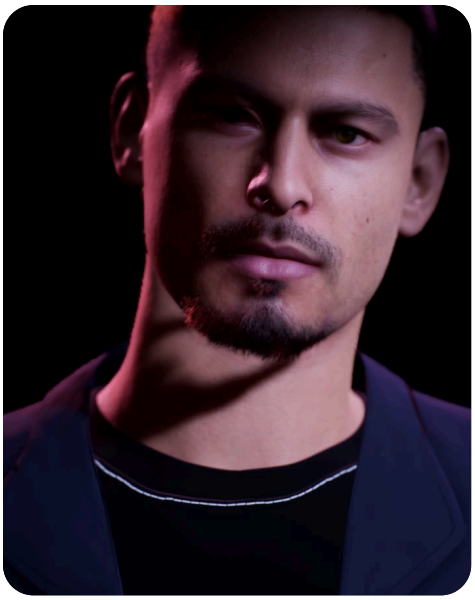
Perfumery and pharmacy advisor

Perfume recommendations, skin care, dermocosmetics and over-the-counter pharmacy; promotions, pickup and delivery.

Demo brands. Banco Nortia, Telvia and Alba Perfumería y Farmacia are fictitious brands created only for this demonstration. The agents say so if asked.

Common configuration

- Language: Ecuadorian Spanish, formal address (usted).
- Real-time voice with the GPT-Live engine.
- Short answers: one to three sentences, one question per turn.
- Captions on; conversations are not recorded.
- Safeguards in monitoring mode, with off-limits topics.
- Inactivity notice and automatic close with a farewell.



DEMO AGENT 1 · BANKING

Bruno

Virtual banking advisor

Banco Nortia · demo brand

Ecuadorian Spanish | Formal address (usted) | GPT-Live voice

Use case. Banking self-service with identity verification and on-screen cards: account inquiries, transactions, loans, card blocking, transfers, exchange rates and cryptocurrencies, with handoff to a person when appropriate.

Personality and voice

- Warm, calm and trustworthy; professional without being cold. Acknowledges the customer's concern without dramatizing.
- Sober vocabulary: “con mucho gusto”, “a la orden”, “cédula”, “saldo”, “dólares”. Says figures in words and with a pause.
- Adult male voice, warm and soft in tone, measured pace and the highland accent of Quito.
- Introduces itself as the virtual advisor of a demo bank. If the customer speaks another language, it says that for now service is in Spanish.

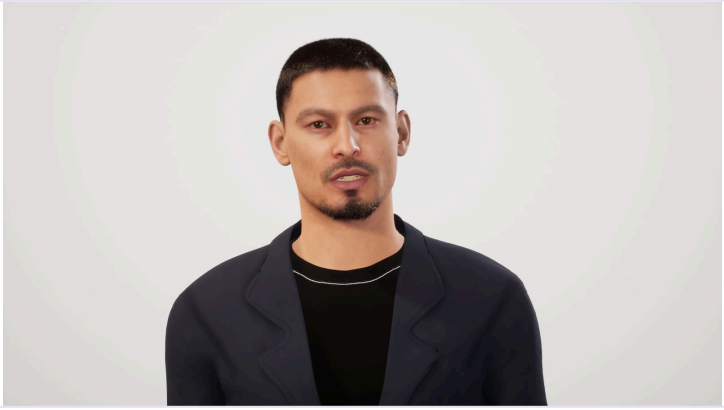
What it resolves

- Balance and account status inquiries.
- Transactions from the last 1 to 90 days.
- Loan status, installments and next payment.
- Immediate card blocking, with a case number.
- Transfers with explicit confirmation (up to USD 10,000 per transaction; above USD 1,000 the fee is stated).
- Exchange rates and cryptocurrency prices.

Demo limitations

- Accounts, balances, transactions, loans and transfers are demo data: no operation moves money.
- Exchange rates and cryptocurrencies come from public sources and are for reference only.
- With a real bank, identity verification is done by the bank's system.
- Spanish only; there are no human operators in the demo.

Product screen



Tools

TOOL	WHAT IT DOES	ON-SCREEN CARD
`query_account`	Account by cédula (national ID): holder, balances, held funds and cards.	Account summary
`get_transactions`	Transactions of the verified account, 1 to 90 days.	Transaction list
`check_loan_status`	Loans: installments paid and pending, next payment.	Loan status
`block_card`	Immediate card blocking; returns a case number.	Card management
`initiate_transfer`	Transfer from the verified account, with confirmation.	Receipt
`get_exchange_rate`	Reference exchange rates.	Exchange rates
`get_crypto_*`	Crypto prices, ranking, overview and trends (4 tools).	Crypto cards

Also: end of session, satisfaction survey and handoff to a person. The model does not pick the card: a flow tied to each tool draws it with the result.

Conversation examples

THE CUSTOMER SAYS	THE AGENT DOES	SHOWN ON SCREEN
"Quiero ver mi saldo. Mi cédula es 0912345678." *("I want to see my balance. My ID number is 0912345678.")*	Asks for the last four digits of a card ("4521") and looks up the account with `query_account`. Aloud it says only the available balance.	Account summary card with holder, available balance, total balance and held funds.
"Bloquéeme la tarjeta, la perdí." *("Block my card, I lost it.")*	Asks which card and the reason, says it is immediate, waits for a clear "yes" and runs `block_card`. Says the case number.	Card management card with the result of the block and the case.

ACCOUNT_SUMMARY

Account summary

AVAILABLE BALANCE

USD 4,523.87

Holder	**Roberto Andrade Mejía**
Type	**Savings**
Total balance	**USD 5,023.87**
Held	**USD 500.00**
Branch	**Guayaquil Centro**
Card	**ending in 4521**

CARD_MANAGEMENT

Card management

Card blocked

Card	**ending in 4521**
Reason	**Loss**
Effect	**Immediate**
Case no.	**assigned by the system**

Next steps are shown on screen.

TRANSFER_CONFIRMATION

Transfer completed

AMOUNT

USD 50.00

Destination	**account ****1234**
Reference	**Rent**
Fee	**USD 0.00**
Confirmation	**system code**

REPRESENTATION WITH DEMO DATA

UI components

account_summary · transaction_list · loan_status · card_management · transfer_confirmation · exchange_rates · crypto_prices · crypto_markets · crypto_global · crypto_trending · agent_rating



DEMO AGENT 2 · TELECOMMUNICATIONS

Diego

Customer service assistant

Telvia · demo brand

Ecuadorian Spanish | Formal address (usted) | GPT-Live voice

Use case. Customer service for a carrier: home internet and mobile plans, billing and payments, service status and incidents, step-by-step first-level technical support and request logging (incident, plan change, cancellation).

Personality and voice

- Resolution-oriented, patient and clear. Acknowledges the customer's frustration in one sentence and moves on to solving it.
- Explains technical matters in simple words, without blaming the customer, and gives the steps one at a time, waiting for confirmation.
- Down-to-earth vocabulary: “celular”, “plan”, “megas”, “saldo”.
- Adult male voice, clean and slightly bright in tone, firm, with a tech-support manner and the highland accent of Quito.

What it resolves

- Bill, balance and due date.
- Service status: plan, speed, suspension for debt or mass incident.
- Home internet and mobile plans, with promotions.
- Payment methods and amount due.
- First-level support for home internet and mobile.
- Request logging with a reference number.

Demo limitations

- Only three test customer numbers exist; any other answers “does not exist”.
- Requests are not logged in a real system; billing dates are fixed (November 2026).
- It does not change plans or cancel on its own, nor take payment by voice. First-level support only.
- Spanish only; no human operators.

Product screen



Tools

TOOL	WHAT IT DOES	ON-SCREEN CARD
`consultar_factura`	Bill, balance and due date, by 6-digit customer number.	Account statement
`consultar_servicio`	Plan, speed, status (active or suspended) and incidents.	Service status
`consultar_planes`	Home or mobile internet plans and promotions.	Internet plans
`opciones_de_pago`	Payment methods and amount due.	Payment options
`registrar_solicitud`	Logs a request (incident, plan change, cancellation); returns its reference.	Receipt

Also: end of session, satisfaction survey and handoff to a person. The five own tools are flows that return the data to the model and draw the card. If the customer number does not exist, the agent says so and shows no card.

Conversation examples

THE CUSTOMER SAYS	THE AGENT DOES	SHOWN ON SCREEN
"No tengo internet." *("I have no internet." Customer 100378)*	Asks for the customer number and checks the service status first with `consultar_servicio`. If suspended for debt, it explains this without diagnostics or restarts and offers the payment options.	Service status card: suspended for overdue bills.
"¿Cuánto debo?" *("How much do I owe?" Customer 100245)*	Queries `consultar_factura` and answers with the balance and the due date.	Account statement card with outstanding balance and due date.

SERVICE_STATUS

Service status

Suspended

Customer	**Jorge Salinas**
Plan	**Fibra 100 · 100 megas**
Reason	**2 overdue bills**
Debt	**USD 39.80**
Reactivation	**2 h after payment**

ACCOUNT_STATUS

Account statement

OUTSTANDING BALANCE

USD 27.90

Customer	**Mariana Torres**
Plan	**Fibra 300**
Due	**November 20**
Status	Pending

SERVICE_REQUEST

Request logged

Type	**Incident**
Summary	**No connection**
Reference	**DEMO-48213**

Demo receipt: not logged in any real system.

INTERNET_PLANS

Home internet plans

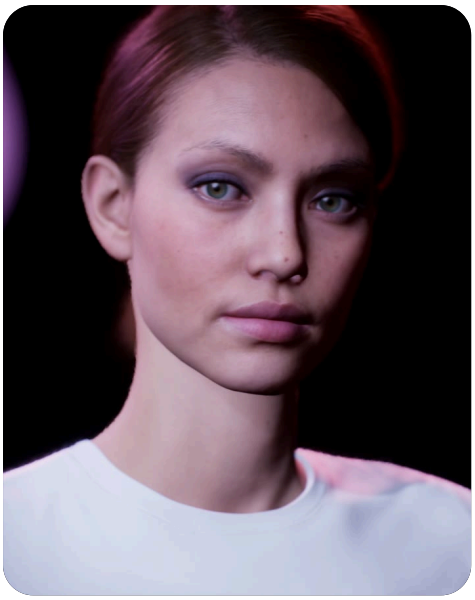
Fibra 100	Fibra 300	Fibra 600
USD 19.90	USD 27.90	USD 36.90
per month	per month	per month

Promotions: free installation when signing up online · home + mobile combo, 10% off

REPRESENTATION WITH DEMO DATA

UI components

account_status · service_status · internet_plans · payment_options · service_request · agent_rating



DEMO AGENT 3 · RETAIL AND PHARMACY

Lucía

Virtual store advisor

Alba Perfumería y Farmacia · demo brand

Ecuadorian Spanish | Formal address (usted) | GPT-Live voice

Use case. Shopping advice on perfumery, skin care, dermocosmetics, over-the-counter pharmacy and personal care: recommends one or two products, explains their use, compares and reports promotions, pickup and delivery. There is no cart or payment: the purchase ends at the checkout or with a person.

Personality and voice

- Friendly and attentive, with good taste; in the style of a counter advisor. Asks before recommending, does not pressure and respects the budget.
- Honest: says if a product is not suitable for that person.
- Very careful on health topics: does not diagnose, does not state doses or frequency and refers to the leaflet and the pharmacist.
- Adult female voice, warm, soft in tone, with the highland accent of Quito. Aloud it names the products, never the codes.

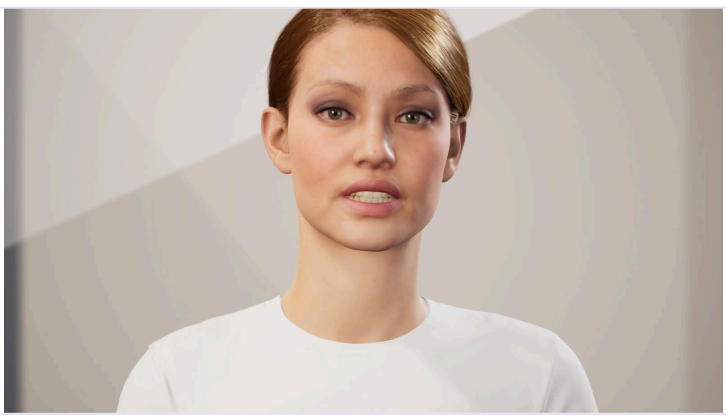
What it resolves

- Understand the need: for whom, skin type, scent, occasion and budget.
- Recommend products from a catalog of 23 items in five categories, with the reason and how to use them.
- Compare two products side by side.
- Report current promotions.
- Report in-store pickup, delivery and exchanges.
- Guide on the usage warnings of each product.

Demo limitations

- Catalog, prices, promotions and delivery terms are fictitious; there is no stock, cart, order or payment.
- No medical advice by design: it is a safety restriction.
- With a real customer, the catalog connects to their e-commerce or inventory system.
- Spanish only; no human operators.

Product screen



Tools

TOOL	WHAT IT DOES	WHAT IS SHOWN
`mostrar_producto`	Product sheet: price, presentation, benefits, how to use and warning.	Product sheet
`mostrar_categoria`	List with prices of a category (perfumes, skin, dermocosmetics, pharmacy, personal care).	Category list
`comparar_productos`	Two products side by side.	Comparison
`mostrar_promociones`	Current promotions.	Promotions
`mostrar_retiro_y_envio`	In-store pickup, delivery and exchanges.	Pickup and delivery

Also: end of session, satisfaction survey and handoff to an advisor or pharmacist. The agent only states a product code: prices and data come from the catalog, so it cannot invent them. The cards are HTML templates without a store brand.

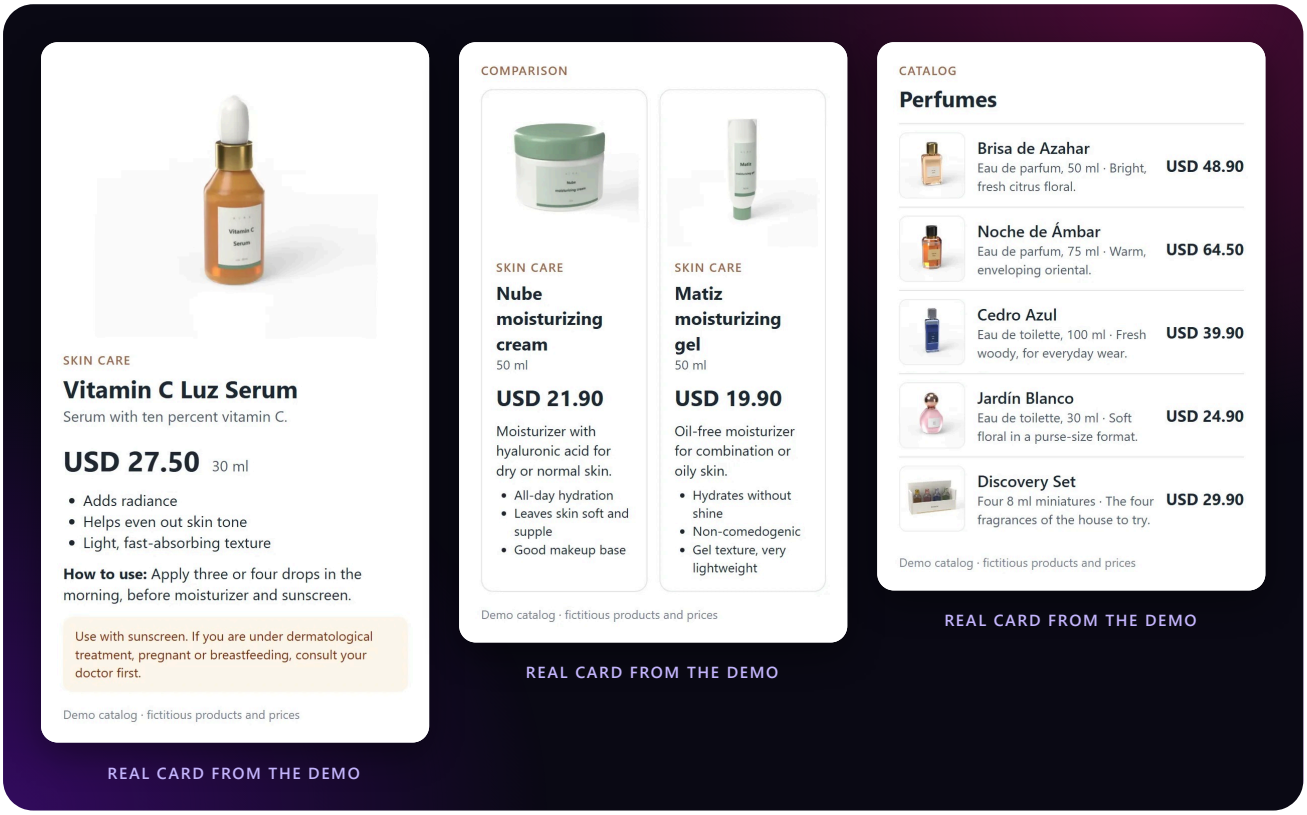
Conversation examples

THE CUSTOMER SAYS	THE AGENT DOES	SHOWN ON SCREEN
"Busco un sérum que dé luz a la piel." *("I'm looking for a serum that gives the skin radiance.")*	Runs `mostrar_producto` with the vitamin C serum. Aloud it says the name, what it is for and the price.	Sheet with presentation, price and the warning about acids and sunscreen.
"¿Qué me lleva para el dolor de cabeza?" *("What should I take for a headache?")*	It neither recommends nor states a dose. It refers to the pharmacist and can show the product sheet with the warning to read the leaflet.	Sheet with the warning "read the leaflet and consult your pharmacist".

LUCÍA · PRODUCT SCREEN

This is how the on-screen cards look

When Lucía recommends, compares or lists products, the card appears next to the avatar with the photo, the price and the usage warning. These are the real templates of the demo, with the catalog's products.



Product sheet

`mostrar_producto`

"Busco un sérum que dé luz a la piel."
("I'm looking for a serum that gives the skin radiance.")

Photo, presentation, price, benefits, how to use and warning.

Comparison

`comparar_productos`

"Dudo entre la crema Nube y el gel Matiz."
("I can't decide between the Nube cream and the Matiz gel.")

Two products side by side, with photos and prices.

Category list

`mostrar_categoria`

"Muéstreme los perfumes."
("Show me the perfumes.")

Thumbnail, short description and price of each product.

UI components

`html_template: product sheet` `html_template: category list` `html_template: comparison` `html_template: promotions` `html_template: pickup and delivery` `agent_rating`

DEMO CATALOG · 1 OF 2

Lucía's demo catalog

23 products from Alba Perfumería y Farmacia, a demo brand. Studio photographs, prices in US dollars (USD).

Perfumes

5 products



Brisa de Azahar
Eau de parfum, 50 ml
USD 48.90



Noche de Ámbar
Eau de parfum, 75 ml
USD 64.50



Cedro Azul
Eau de toilette, 100 ml
USD 39.90



Jardín Blanco
Eau de toilette, 30 ml
USD 24.90



Discovery Set
Four 8 ml miniatures
USD 29.90

Skin care

5 products



Rocío cleansing gel
200 ml
USD 12.90



Vitamin C Luz Serum
30 ml
USD 27.50



Nube moisturizing cream
50 ml
USD 21.90



Matiz moisturizing gel
50 ml
USD 19.90



Calma eye contour
15 ml
USD 18.50

Dermocosmetics

4 products



Escudo SPF 50+ sunscreen
Fluid, 50 ml
USD 23.90



Pura micellar water
400 ml
USD 14.90



Abrigo repair cream
100 ml
USD 22.50



Claro cleansing gel
200 ml
USD 16.90

DEMO CATALOG · 2 OF 2

Lucía's demo catalog

Over-the-counter pharmacy

4 products



Alivio lubricating eye drops
Drops, 10 ml
USD **8.90**



Effervescent vitamin C
Twenty 500 mg tablets
USD **7.50**



Paracetamol 500 mg
Twenty tablets
USD **2.90**



Digital thermometer
One unit with case
USD **6.90**

Personal care

5 products



Argán repairing shampoo
400 ml
USD **9.90**



Suave deodorant
Roll-on, 50 ml
USD **5.50**



Karité hand cream
75 ml
USD **6.90**



Blanca toothpaste
90 g
USD **4.20**



Sol lip balm
4 g, SPF 15
USD **3.90**

Current promotions

- **Second unit 20% off.** On skin care and dermocosmetics: when you take two products, the lower-priced one gets 20% off.
- **Gift with your perfume.** With a perfume of 50 ml or more, the Discovery Set at half price.
- **Sun routine.** Escudo sunscreen with 15% off when you take any facial cleanser.

Pickup, delivery and exchanges

- **In-store pickup.** Free, ready in 2 hours. Monday to Saturday 9 am to 8 pm; Sundays 10 am to 6 pm, at the pickup counter.
- **Home delivery.** 24 to 48 business hours. USD 3.50; free from USD 40.
- **Exchanges and returns.** Up to 15 days with receipt and unopened product. Medicines cannot be exchanged.

Fictitious products, prices, promotions and terms, for the demonstration only.

WHERE THE AGENT LIVES

Service channels

The same agent can serve on different channels, with or without an avatar, depending on where its customers are.

Web with avatar

The avatar is streamed by video in real time to the customer's browser. It is the full experience: face, voice, captions and on-screen cards. It requires a microphone and browser permission.

QR code

One QR code per agent opens a session without the person having to create an account. Today it works with the interface without an avatar (orb); the version with an avatar via QR is under evaluation: check availability with MindLab.

Embeddable widget

Voice widget that is added to the customer's website, to serve where its visitors already are.

Telephony

Voice service over phone lines, integrating with the Vonage and Genesys contact platforms.

Orb, no avatar

Alternative interface without a photorealistic face: sphere, portrait, robot or mascot. Lightweight, designed for devices or contexts where the avatar is not needed.

Screen or kiosk

The avatar can be shown on room screens, reception or points of sale. Scope and requirements: to be defined with MindLab for each project.

> **For demos with several simultaneous visitors** it is advisable to size the avatar infrastructure in advance. MindLab defines that sizing together with the partner.

For a live demonstration

- Voice requires a device with a microphone and a browser that has permission to use it.
- A quiet environment or the use of headphones is recommended.
- A stable internet connection improves the smoothness of video and audio.
- The agents accept specific demo data, detailed in the onboarding guide.

FROM DEMO TO OPERATION

How it adapts to a real customer

The demos use simulated data. For a real customer, the agent connects to their systems, adopts their visual identity and adapts to their way of serving.

Integrations

The customer exposes their systems as an MCP server or as HTTP services that the agent invokes through flows. Test data can be used for a first demonstration. Catalogs, FAQs and policies are built into the agent's instructions or into a knowledge base.

Branding

Own scene with logo, mural and watermark; wardrobe in line with the brand (for example, a uniform or shirt with a logo); colors per theme. Agreed with the customer based on their visual identity.

Characters and voice

Male or female character, in the style that best represents the brand; voice with custom timbre and regional accent, and language and form of address (tú, usted or voseo) defined per agent.

Rules and security

Agent limits, off-limits topics, handoff to people and human operators, privacy policy, retention and recording. Identity verification is the responsibility of the customer's system.

From demonstration to real operation

ASPECT	IN THE DEMONSTRATION	WITH A REAL CUSTOMER
Data	Simulated, fixed inside the agent	Provided by the customer's systems (MCP or HTTP)
Identity	The agent compares sample data	Verification by the customer's backend
Brand	Fictitious brands	The customer's scene, wardrobe and colors
Handoff	No operators available	The customer's human operators
Requests and orders	Not logged in any system	Logged in the customer's ticket or order system
Language	Ecuadorian Spanish	Defined per agent

To be defined with MindLab

- Prices and commercial plans.
- Implementation timelines for a custom agent.
- Sizing for demonstrations or service with many simultaneous users.
- Availability of the avatar via QR code.

LET'S TALK

Let's put an agent to work with your brand

Let's arrange a live demonstration with Bruno, Diego or Lucía and define together the agent for your next customer.

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