



# Operator

# Operator > Bot

One runtime across phone, meetings, and web

Live 90-sec demo

Hall 4, H4-B50/B51  
Oct 12-15, Dubai Harbour

# Bertix

FOR IMMEDIATE RELEASE

## **Bertix debuts its real-time AI “Operator” at Expand North Star 2025**

**Dubai Harbour, UAE — Oct 12-15, 2025.** Bertix, a venture building the next generation of voice-first customer experience, will showcase its real-time AI **Operator** at **Expand North Star 2025** (Hall 4, **H4-B50/B51**). Unlike traditional bots, Bertix runs **one operator runtime across phone, meetings, and web**, handling multi-party Q&A, booking follow-ups, and triggering outbound calls on live commerce data.

Designed for **Shopify-native brands and D2C retailers**, the Operator targets high-volume support intents like **RMA** and **WISMO**, delivering measurable impact on **FCR** and **AHT** with strict latency SLOs and barge-in support.

Attendees can experience a **90-second live demo** at the pod, followed by a deep-dive. Bertix has also entered the **Supernova Challenge** at Expand North Star, the world’s largest startup & investor gathering taking place **Oct 12-15, 2025 at Dubai Harbour**.

## Key highlights

- **Operator, not a bot:** one runtime across phone/meetings/web for consistent CX.
- **Real-time voice infra:** low-latency barge-in; built for live conversations.
- **Commerce-ready:** native flow for RMA/WISMO, order lookups, and follow-ups.
- **Outcomes:** reduce **AHT**, lift **FCR**, and deflect repetitive tickets.

## Who should meet us

- Pre-seed/seed **VCs & angels** in AI/CX and commerce tech.
- D2C **CX leaders** evaluating automation with real-time voice.

## Meet Bertix at the show

**Hall 4 — Stand H4-B50 & H4-B51 (StartUp Pod – Double) — Dubai Harbour**

**Live 90-sec demo** on the hour; book a **15-min** deep-dive via QR at the pod.

## Press & investor contact

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