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# Summit Demo Technical Reference

AWS Summit Hamburg 2026 — ISV Loft

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## Quick Links for Booth Staff

**Wi-Fi:** SSID AWSSummit26 / PW AWSSummit26

**Marketing Demos Collection** (DevOps Agent, Security Agent, Kiro Autonomous Agent):  
<https://demos.marketing.aws.dev/collections/aws-summit-hamburg-2026-aws-for-software-technologies?view=launch> — Auth: Midway

**8-Bit Agents** — Login: `summit` + password via Slack DM

- Agent Builder (visitors build here): <https://dck3u45kfvkz5.cloudfront.net>
- Game Client (big screen): [https://d2b91noto7c6j2.cloudfront.net/?screen\\_id=1](https://d2b91noto7c6j2.cloudfront.net/?screen_id=1)
- Scanner (phone): <https://d8ctvifhrtz1d.cloudfront.net>
- Admin: <https://d1q78dciishnf2.cloudfront.net>

**Merchant Onboarding** — No login required (guest mode): <https://d35o4nmgnrzbtu.cloudfront.net>

**Kiro Specs** — Self-service clickthrough, no login: <https://app.storylane.io/share/q8d5uemj5kik>

**Quick Suite** — TBD, Hannes owns.

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## Quick Reference

**Marketing Demos Collection (Kiro Autonomous Agent, DevOps Agent, Security Agent):**  
<https://demos.marketing.aws.dev/collections/aws-summit-hamburg-2026-aws-for-software-technologies?view=launch>

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#	Demo	Modality	Pod	Staffing
1	Quick Suite	Live	1: GTM	Hannes Gerl
2	8-Bit Agents	Live	3: GenAI	Self-deployed (awstom)
3	Merchant Onboarding	Live	3: GenAI	Staffed presenter
4	Kiro Autonomous Agent	Clickthrough	3: GenAI	Unattended background
5	DevOps Agent	Live	3: GenAI	Staffed presenter
6	Security Agent	Live	3: GenAI	Staffed presenter
7	Kiro Specs	Clickthrough	3: GenAI	Self-service

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#	Demo	Modality	Pod	Staffing
—	SaaS Builders' Showdown	Live quiz	Activation	Frederic

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All demos require wired ethernet except Kiro Specs, Kiro Autonomous Agent, Quick Suite, and the Showdown (Wi-Fi sufficient).

## Booth Logistics

### Connectivity

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Type	SSID	Password
Exhibitor Wi-Fi	AWS-Partner	aws2026!
Attendee Wi-Fi	AWSSummit26	AWSSummit26
Wired ethernet	At booth (for 8-Bit Agents, DevOps Agent, Security Agent, Merchant Onboarding)	—

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### Display & Cables

- **Monitors at each pod** — bring your own laptop
- **HDMI cable:** available at the booth
- **USB-C adapter:** pick up at Sponsor Help Desk if needed
- **USB sticks:** supported at monitors directly (Lea recommends laptop connection instead)
- **75" screen:** confirmed for Activation / Quiz area

### Pod Layout

Pod	Theme	Position	Note
1	GTM / Partner / Marketplace	Back-to-back	—
2	SaaS	Behind Reception	—
3	GenAI / Data & AI	Behind Reception	<b>Best spot</b> (confirmed with builder)
4	Migration & Modernization	Back-to-back	—

## Other Equipment

- 5 lead scanners shared across booth — scan every conversation
- 2 lockers for small items (not suitcases)
- Markers/pens for Ask an Architect whiteboarding — planned
- A5 wipeable “Reserved” signs for sofa tables
- Guided tour signage: clock stand + tour sign available
- Quiz buzzer: Frederic bringing one

## Demo 1: Quick Suite

**Full title:** Quick Suite — Embedded AI Analytics for ISV Products

Field	Detail
<b>Modality</b>	Live
<b>Network</b>	Wi-Fi sufficient
<b>Display</b>	Standard monitor
<b>Owner</b>	Hannes Gerl (hannesg@)
<b>Pod</b>	Pod 1: GTM

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Field	Detail
<b>Link</b>	— (Hannes owns, no URL on file)
<b>Source</b>	Global Demo Repository
<b>AWS Service</b>	Amazon QuickSight
<b>Topic</b>	Analytics / AI
<b>Persona</b>	Technical Leaders, Functional Leaders

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### Narrative Hook

“Embedded AI analytics your customers can use out of the box”

### 3-Minute Pitch

Shows how ISVs can embed QuickSight analytics directly into their products — giving their end-customers self-service BI without building it from scratch.

### ISV Angle

Embedded AI analytics ISVs can offer their customers. GTM accelerator — adds analytics as a product feature without building a BI platform.

### If It Breaks

Screenshots / slide deck of the embedded analytics experience.

### Physical Requirements

- Standard laptop with internet connection
  - Standard monitor
-

## Demo 2: 8-Bit Agents

**Full title:** 8-Bit Agents — Build AI Agents in Minutes

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Field	Detail
<b>Modality</b>	Live (SME-led)
<b>Network</b>	Wired ethernet required
<b>Display</b>	Large screen for game world visualization
<b>Owner</b>	Self-deployed (awstom Isengard account, us-west-2)
<b>Agent Builder UI</b>	<a href="https://dck3u45kfvkz5.cloudfront.net">https://dck3u45kfvkz5.cloudfront.net</a>
<b>Game Client (World Map)</b>	<a href="https://d2b91noto7c6j2.cloudfront.net">https://d2b91noto7c6j2.cloudfront.net</a>
<b>Game Controller/Scanner</b>	<a href="https://d8ctvifhrtz1d.cloudfront.net">https://d8ctvifhrtz1d.cloudfront.net</a>
<b>Admin UI</b>	<a href="https://d1q78dciishnf2.cloudfront.net">https://d1q78dciishnf2.cloudfront.net</a>
<b>Login</b>	User: <code>summit</code> / Password: shared with booth team
<b>Repo</b>	<code>git@ssh.gitlab.aws.dev:genai-labs/demo-assets/8bit-agents-activation-demo.git</code>
<b>Training Guide</b>	Staff Training Guide (SharePoint)
<b>Backup recordings</b>	<a href="https://dtxhi7sx1jjqn.cloudfront.net/recordings.html">https://dtxhi7sx1jjqn.cloudfront.net/recordings.html</a>
<b>Source</b>	Global Demo Repository — debuted at re:Invent 2025
<b>AWS Service</b>	Amazon Bedrock (AgentCore), Amazon Nova, Kiro
<b>Topic</b>	Artificial Intelligence
<b>Persona</b>	Technical Leaders, Developers, Aspiring Developers, Executives, Partners

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### Narrative Hook

“Build an AI agent in 5 minutes — no code, no infra”

## How to Demo (step-by-step)

**Setup before visitors arrive:** - Open **Game Client** on the pod monitor: <https://d2b91noto7c6j2.cloudfront.net>

- Open **Agent Builder UI** on a second screen or laptop: <https://dck3u45kfvkz5.cloudfront.net>
- Open **Scanner** on your phone: <https://d8ctvifhrtz1d.cloudfront.net> - Log in to all with user `summit` + shared password - Open **Admin UI** (<https://d1q78dciishnf2.cloudfront.net>) → verify game is Active, reset if needed - Set browser to 1080x1920 (portrait) or zoom out with `Cmd-minus`

### Live demo flow (3-5 min per visitor):

#### 1. Visitor builds an agent (on Agent Builder UI):

- Select avatar (digital twin)
- Choose a Quest (use case)
- Pick a Persona (professional role)
- Select 5 Skills (inventory items)
- Launch the agent

#### 2. Watch on the big screen (Game Client):

- Agent appears on the virtual conference map
- Autonomously roams — attending sessions, visiting booths, completing activities
- Each activity scored by AI judge (LLM-as-judge)
- Points accumulate on live leaderboard

#### 3. Scanner (your phone):

- Scan the agent's QR code to bring it into focus on the map
- Shows chain-of-thought from the agent

**Key talking points:** - “Each agent runs on Amazon Bedrock AgentCore — AWS’s managed runtime for AI agents” - “Same patterns enterprises use for autonomous customer service, supply chain, and operations — just on a conference map” - “The winning strategy: pick a quest that aligns with multiple booths, choose a technical persona, select skills that boost scoring”

**Winning strategy tip for visitors:** Pick a quest that aligns with multiple industry booths, choose a technical persona that handles hard content well, and select skills that boost scoring opportunities.

## ISV Angle

Visitors build and deploy an AI agent in 5 min — shows AgentCore isn't a 6-month project. The retro-gaming format creates a memorable, shareable moment that draws foot traffic.

## If It Breaks

1. Reload page, restart match
2. If persistent: play backup recordings at <https://dtxhi7sx1jjqn.cloudfront.net/recordings.html> and narrate over them
3. Last resort: whiteboard AgentCore components (agent, tools, knowledge base, orchestration)

## Physical Requirements

- Wired network connection (ethernet) — WebSocket requires stable low-latency
- Large display screen (portrait orientation, 1080x1920)
- Standard power outlet — keep laptop plugged in all day
- Phone/tablet for Scanner app
- Briefed booth staff (read the Training Guide)

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## Demo 3: Merchant Onboarding

**Full title:** Accelerate Merchant Onboarding with Agents

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Field	Detail
<b>Modality</b>	Live
<b>Network</b>	Wired (ethernet)
<b>Display</b>	Large display for audience viewing
<b>Owner</b>	Thomas Wieger (self-deployed)
<b>Link</b>	<a href="https://d35o4nmgrzbtu.cloudfront.net">https://d35o4nmgrzbtu.cloudfront.net</a>

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Field	Detail
<b>API</b>	<a href="https://pmwtw47stl.execute-api.eu-west-1.amazonaws.com/prod">https://pmwtw47stl.execute-api.eu-west-1.amazonaws.com/prod</a>
<b>BuilderSpace</b>	<a href="https://builderspace.aws.dev/project/b5f082f9-9389-4e17-9440-a01aa0d47c9e?tabId=assets">https://builderspace.aws.dev/project/b5f082f9-9389-4e17-9440-a01aa0d47c9e?tabId=assets</a>
<b>Region</b>	eu-west-1 (awstom Isengard account)
<b>Source</b>	Global Demo Repository / GitLab: sudkal/agentic-merchant-onboarding
<b>AWS Service</b>	Amazon Bedrock (Claude Sonnet), Amazon Textract
<b>Topic</b>	Artificial Intelligence
<b>Persona</b>	Technical Leaders, Developers, Functional Leaders

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## Narrative Hook

“Every ISV has onboarding friction — agents fix that”

## 3-Minute Pitch

Document ingestion → compliance check → KYC verification, all agent-orchestrated. Shows the full merchant onboarding journey automated by AI agents on AWS.

## ISV Angle

Every ISV has customer onboarding flows — document processing, compliance checks, KYC verification. Directly relatable for any ISV visitor dealing with onboarding friction. Universal use case.

## How to Demo (step-by-step)

**Demo prep (before Summit):** - Watch the demo video on BuilderSpace: <https://builderspace.aws.dev/project/b5f082f9-9389-4e17-9440-a01aa0d47c9e?tabId=assets> - Clone the repo locally for sample docu-

ments: `git clone git@ssh.gitlab.aws.dev:sudkal/agent-merchant-onboarding.git`  
~/code/agent-merchant-onboarding - The Assets/ folder contains all sample documents you'll upload during the demo

**Share with colleagues:** - Frontend: <https://d35o4nmgnrzbtu.cloudfront.net> (no auth — open in any browser) - API health check: <https://pmwtw47stl.execute-api.eu-west-1.amazonaws.com/prod/health> - BuilderSpace: <https://builderspace.aws.dev/project/b5f082f9-9389-4e17-9440-a01aa0d47c9e?tabId=assets>

**Setup before visitors arrive:** - Open <https://d35o4nmgnrzbtu.cloudfront.net> on the demo laptop - Have ~/code/agent-merchant-onboarding/Assets/ folder open in Finder for quick file access - Pre-load one merchant so the dashboard isn't empty

### Live demo flow (3-5 minutes):

1. **Create a merchant** — Click “New Customer”, enter a company name (e.g., “Acme GmbH”). This creates an onboarding case with 7 stages: OCR Processing → Human Approval 1 → Compliance Check → Human Approval 2 → Account Creation → Human Approval 3 → Final.
2. **Upload documents** — Upload 3-4 files from the Assets folder:
  - GovtId/Californian\_sample\_2019.jpg (government ID)
  - BusinessID/businesslicense.png (business license)
  - Statement/bank\_statement\_sample.jpg (bank statement)
  - Check/void\_check.jpg (void check)
3. **Watch the AI work** — For each document, the Bedrock Agent automatically:
  - Runs OCR via Amazon Textract (extracts text from images)
  - Identifies and validates the document type
  - Extracts key data (name, address, license number, account details)
  - Shows confidence scores
  - The stage progresses from “OCR Processing” to “Human Approval 1”
4. **Show the insights** — After all documents are processed, the agent generates:
  - Company risk assessment (OFAC sanctions, fraud signals)
  - Compliance validation (all required docs present?)
  - Overall risk score with recommendations
  - AI-generated company intelligence (business model, industry, risk factors)
5. **Human approves** — Point out: “The AI does the heavy lifting, but a human makes the final call. That’s the pattern — automate 90%, keep humans in the loop for the decision.”

**Key talking points while waiting for processing:** - “This turns a 5-day manual process into minutes” - “Every ISV has this — user signup, KYC, document verification” - “The agent uses Textract for OCR and Bedrock for reasoning — no custom ML models needed” - “Scales to thousands of applications without adding headcount” - “Three human approval gates — AI recommends, humans decide”

**If a visitor asks “can I try it?”:** - Yes — create a new merchant with their company name, let them upload a photo of their business card or ID (camera phone → upload)

**Architecture talking points (for technical visitors):** - Serverless: Lambda + API Gateway + DynamoDB + S3 - AI: Bedrock Agent with Claude Sonnet + Amazon Textract for OCR - No custom ML models — all managed services - Deployed with CDK, costs near-zero at demo scale

## If It Breaks

Whiteboard the agent orchestration pattern (document intake → extraction → compliance → verification → approval).

## Physical Requirements

- Standard laptop with internet connection
- Large display for audience viewing
- Wired network connection
- Sample documents pre-loaded from `Assets/` folder

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## Demo 4: Kiro Autonomous Agent

**Full title:** Kiro Autonomous Agent — AI-Powered Development in Action

Field	Detail
<b>Modality</b>	Clickthrough (loop on screen)
<b>Network</b>	Wi-Fi sufficient
<b>Display</b>	Standard monitor

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Field	Detail
<b>Owner</b>	Unattended — runs as background content
<b>Link</b>	<a href="https://demos.genai.aws.dev/demos/2a292f00-bb03-4f99-bd09-6d6a18c6f0f8">https://demos.genai.aws.dev/demos/2a292f00-bb03-4f99-bd09-6d6a18c6f0f8</a>
<b>Source</b>	Global Demo Repository
<b>AWS Service</b>	Kiro
<b>Topic</b>	Artificial Intelligence
<b>Persona</b>	Developers, Technical Leaders

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### Narrative Hook

“Watch AI build a feature end-to-end”

### 3-Minute Pitch

Background loop. Point visitors to it: “That’s Kiro autonomously implementing a feature — reading specs, writing code, running tests, iterating until done.”

### ISV Angle

AI builds features end-to-end — developers describe what they want, Kiro handles implementation. Shows what autonomous AI-assisted development looks like in practice.

### If It Breaks

Hosted clickthrough — minimal failure risk.

### Physical Requirements

- Standard monitor (no touchscreen needed)
  - Browser with internet access
-

## Demo 5: DevOps Agent

**Full title:** AWS DevOps Agent — Automated Incident Resolution for SaaS Platforms

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Field	Detail
<b>Modality</b>	Live
<b>Network</b>	Wired (ethernet)
<b>Display</b>	Large display for audience viewing
<b>Owner</b>	Staffed presenter — Stephan Schiller (stepesch@)
<b>Link</b>	<a href="https://demos.genai.aws.dev/demos/96de16f9-4da2-45ac-a2c2-d3bc5edf7348">https://demos.genai.aws.dev/demos/96de16f9-4da2-45ac-a2c2-d3bc5edf7348</a>
<b>Source</b>	Global Demo Repository
<b>AWS Service</b>	Amazon Bedrock
<b>Topic</b>	Artificial Intelligence
<b>Persona</b>	Technical Leaders, Developers

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### Narrative Hook

“Your platform team gets paged at 3am — this agent resolves it”

### 3-Minute Pitch

Trigger incident → agent correlates signals → identifies root cause → resolves. Frame: “Imagine this across 500 tenants.” Targets ISV platform/DevOps teams.

### ISV Angle

ISV platform teams running multi-tenant SaaS deal with incident fatigue — correlating CloudWatch alarms, RDS metrics, and distributed traces across tenants is time-consuming and error-prone. The agent automates this end-to-end.

## If It Breaks

Whiteboard signal correlation pattern (alarms → traces → metrics → root cause → resolution).

## Physical Requirements

- Standard laptop with internet connection
- Large display for audience viewing
- Wired network connection

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## Demo 6: Security Agent

**Full title:** AWS Security Agent – Automated AppSec Review for ISV Product Teams

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Field	Detail
<b>Modality</b>	Live
<b>Network</b>	Wired (ethernet)
<b>Display</b>	Large display for audience viewing
<b>Owner</b>	Staffed presenter – Stephan Schiller (stepesch@)
<b>Link</b>	<a href="https://demos.genai.aws.dev/demos/d27a48a0-916c-499c-888b-77285f3ec0fd">https://demos.genai.aws.dev/demos/d27a48a0-916c-499c-888b-77285f3ec0fd</a>
<b>Source</b>	Global Demo Repository
<b>AWS Service</b>	Amazon Bedrock
<b>Topic</b>	Artificial Intelligence
<b>Persona</b>	Technical Leaders, Developers

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## Narrative Hook

“Every new feature needs a security review – this agent does it”

### 3-Minute Pitch

Agent reviews architecture + code for security issues. Frame: “Scale AppSec without scaling your security team.” Targets ISV security and engineering leads.

### ISV Angle

ISVs scaling their product portfolio struggle to keep up with security reviews — every new feature, every new service needs design review and code review. The agent automates this, providing actionable findings.

### If It Breaks

Whiteboard automated security review in CI/CD (commit → agent review → findings → approve/block).

### Physical Requirements

- Standard laptop with internet connection
  - Large display for audience viewing
  - Wired network connection
- 

## Demo 7: Kiro Specs

**Full title:** Kiro Specs — From Requirements to Production Code in Minutes

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Field	Detail
<b>Modality</b>	Clickthrough (Storylane)
<b>Network</b>	Wi-Fi sufficient
<b>Display</b>	Touchscreen or standard monitor with mouse
<b>Owner</b>	Self-service (no dedicated staffing)

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Field	Detail
<b>Link</b>	<a href="https://app.storylane.io/share/q8d5uemj5kik">https://app.storylane.io/share/q8d5uemj5kik</a>
<b>Source</b>	Global Demo Repository
<b>AWS Service</b>	Kiro
<b>Topic</b>	Artificial Intelligence
<b>Persona</b>	Technical Leaders, Developers

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### Narrative Hook

“Your developers write specs, Kiro writes code”

### 3-Minute Pitch

Walk through: requirement → spec → working code. Emphasize multi-tenant patterns. Self-service — visitors can run through independently. Complements 8-Bit Agents as a deeper, quieter follow-up for developers.

### ISV Angle

Spec-driven development for multi-tenant SaaS — shows how AI development reduces time-to-feature while maintaining architectural consistency across teams.

### If It Breaks

Storylane hosted — show screenshots on backup slide. Minimal failure risk (hosted click-through).

### Physical Requirements

- Touchscreen display or standard monitor with mouse
  - Browser with internet access
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## Activation: SaaS Builders' Showdown

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Field	Detail
<b>Format</b>	Jeopardy-style quiz with AI/GenAI/Agentic themed questions
<b>Owner</b>	Frederic Schönberger (fredscho@)
<b>Team</b>	Fabian Martens, Julian Bauer, Jonas Umbach
<b>Display</b>	75" screen (confirmed with builder)
<b>Buzzer</b>	Frederic bringing one
<b>Source</b>	Pivoted from SaaS Trivia — questions generated by Bedrock
<b>Proven</b>	Crowd magnet from Summit 2025

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### How It Works

Visitors answer quiz questions in categories mapped to booth pods. After playing, the routing question feeds them into the right demo pod based on their interest area.

### ISV Angle

Entry point and crowd magnet. Every activation interaction ends with a routing question that feeds visitors into the right pod. Category-to-pod routing creates natural visitor flow.

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### Rotation Plan

Category	Demos	Staffing
<b>Always on</b>	8-Bit Agents, Kiro Specs, Kiro Autonomous Agent	Self-service / central team
<b>Rotate on demand</b>	Merchant Onboarding, DevOps Agent, Security Agent	Need staffed presenter
<b>Pod 1 (separate)</b>	Quick Suite	Hannes Gerl
<b>Activation</b>	SaaS Builders' Showdown	Frederic + team

Not all demos run simultaneously. Pod leads coordinate the rotation schedule based on visitor interest and staff availability.

## Visitor Archetypes & Routing

Archetype	Who	What they need	Route to
<b>ToeDipper</b>	On-prem ISV exploring SaaS. Conserva- tive DACH Mittel- stand.	De-risk the journey. Business case + patterns.	Pod 2 + Pod 4

Archetype	Who	What they need	Route to
<b>SurvivorTech</b>	ISV losing deals to cloud-native competitors.	Speed. How fast can they ship multi-tenant?	Pod 4 + Pod 2
<b>UnicornExpress</b>	Cloud-native startup scaling fast. No legacy.	Scale patterns, GTM, AI as differentiator.	Pod 3 + Pod 1
<b>New Horizons</b>	Established ISV adding AI/SaaS product line.	How to build AI-native features.	Pod 3 + Pod 1

**Routing Logic (Welcome Desk)**

Visitor says...	Route to
“We’re adding AI to our product”	Pod 3: GenAI
“We need to scale / isolate tenants”	Pod 2: SaaS
“We want to reach more customers”	Pod 1: GTM
“We need funding / migration help”	Pod 4: MAP
“I have a technical question”	Ask an Expert

## Pod Staffing

### Pod 3: GenAI / Data & AI (Demo-heavy pod)

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Name	Role
Ulrich Hinze (uhinze)	Pod Lead – SA
Thomas Wieger (awstom)	SA
Divyanshu Singh Tomar	Delivery Consultant
Max Schellhorn (mxschell)	SA
Sabine Hintzen	Data & AI (partner thread)
Alex Freytag von Loringhoven	Data & AI (partner thread)

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### Pod 1: GTM (Quick Suite)

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Name	Role
Tim Roemermann (timroem)	Pod Lead – Partner
Federico Destefanis (fedeste)	Partner
Hannes Gerl (hannesg)	Quick Suite demo

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### Ask an Expert (DevOps Agent / Security Agent presenters available here)

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Name	Role
Luca Schumann (lucschu)	Lead – SA
Stephan Schiller (stepesch)	SA (also DevOps/Security Agent presenter)
Ermin Dzinic (ermindz)	SA
Ahmed ElSherief (aasherif)	TAM
Ali Syed (alicore)	TAM
Alex Paramonov	SA

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Name	Role
Rojda Mueller	—

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## Activation

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Name	Role
Frederic Schönberger (fredscho)	Lead
Fabian Martens (mrfabian)	CSM
Julian Bauer	—
Jonas Umbach (jonumba)	Intern

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## Contacts

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Who	Alias	Role
camsteig@	Cameron Steig	8-Bit Agents central owner
okonjr@ / jaesain@	—	Demo portal access
bretfeld@	Susanne Bretfeld	Booth co-organizer
awstom@	Thomas Wieger	Booth co-organizer
evapli@	Eva Plischke	Event Marketing / Expo lead
fredscho@	Frederic Schönberger	Activation lead
uhinze@	Ulrich Hinze	Pod 3 GenAI lead

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Source files: *summit-demo-execution-plan.md*, *sections/demo\_runbooks.md*, *sections/isv\_angle.md*, booth staff briefing, KBYG deck, booth builder emails (REC Gruppe).