

CULTURAL FESTIVALS AND EVENTS

Hold every event to one standard.

For the teams that run a city's cultural festivals and special events: queues, crowding and mood at every gate and plaza, in the moment and in one report after, the same for every event.



WHAT THIS IS

Pulses.ai is a UAE-born Physical Intelligence company: AI that understands your physical world.

Pulses.ai builds Physical Intelligence for enterprises and government: edge-AI Vision Devices,  designed and made in the UAE, that turn physical spaces — venues, stations, showrooms, service centers — into live, actionable insight. All processing happens on the device; only anonymous metadata leaves. See. Understand. Act.

The Operating System for the Physical World

For event owners: no two events measure alike.

SEE

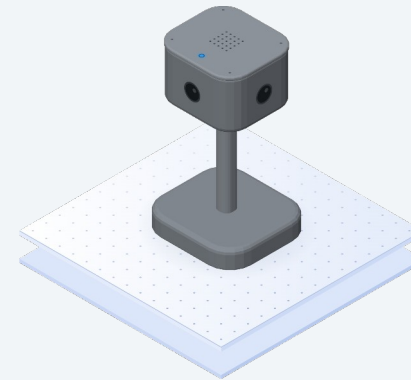
Vision Towers at gates and plazas

UNDERSTAND

Queues, crowding and mood, zone by zone

ACT

Alerts during, one report after



THE PROBLEM

No two events measure alike.

At a cultural festival, thousands of visitors arrive at once, and every event is run its own way. Yet no two events measure alike, so nobody knows how one really went.

Every event reports its own way.

One vendor counts a gate, another sends a survey, a third sends nothing. Nobody can compare this festival with the last one.

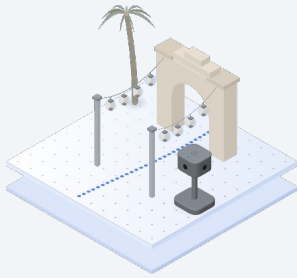
A crush is heard of afterwards.

Events are temporary and often outdoors. A crowded gate comes to light in the complaint afterwards, not while it is happening.



HOW IT WORKS

At every gate and plaza, a Pulses Vision Tower understands queues, crowding and mood.

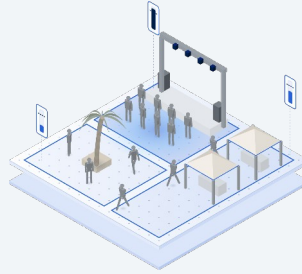


01

SEE

Vision Towers at gates and plazas

Portable Vision Towers stand at each gate and in the busiest plazas for the length of the event: set up, measure, take down. All processing happens on the device; only anonymous metadata leaves.

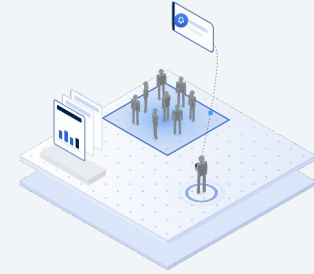


02

UNDERSTAND

Queues, crowding and mood, zone by zone

The queue at each gate right now, how full each zone is against its limit, peak hours on the event's own layout, and the mood per zone, without a survey.



03

ACT

Alerts during, one report after

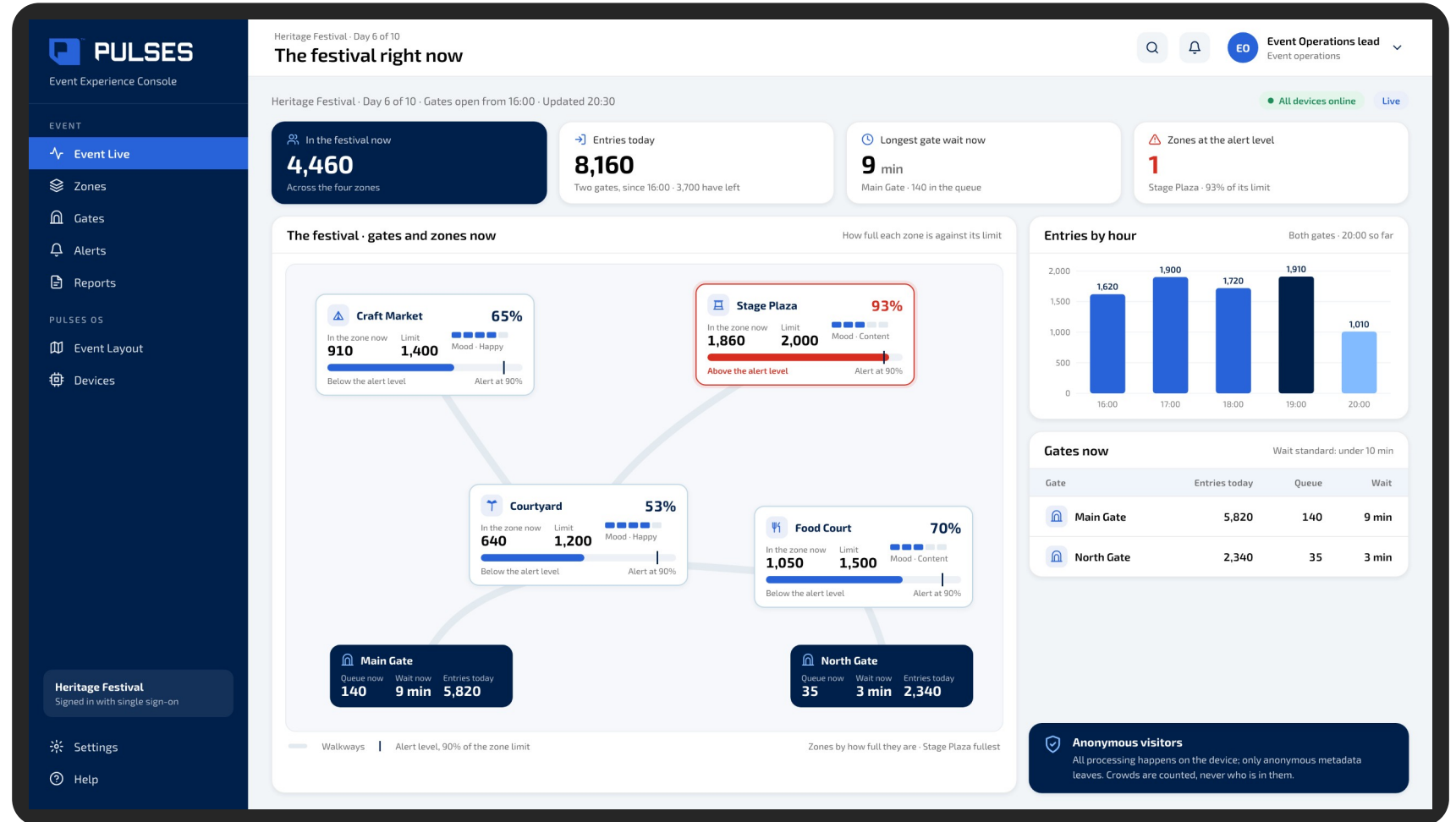
When a gate queue or a zone passes its limit, an alert reaches the duty manager on the channels they already answer. When the event closes, one report in the same shape as every other event.

PULSES OS

The festival right now

Every gate, right now.

- The queue at every gate, right now.
- How full each zone is against its limit
- Entries by hour, gate by gate

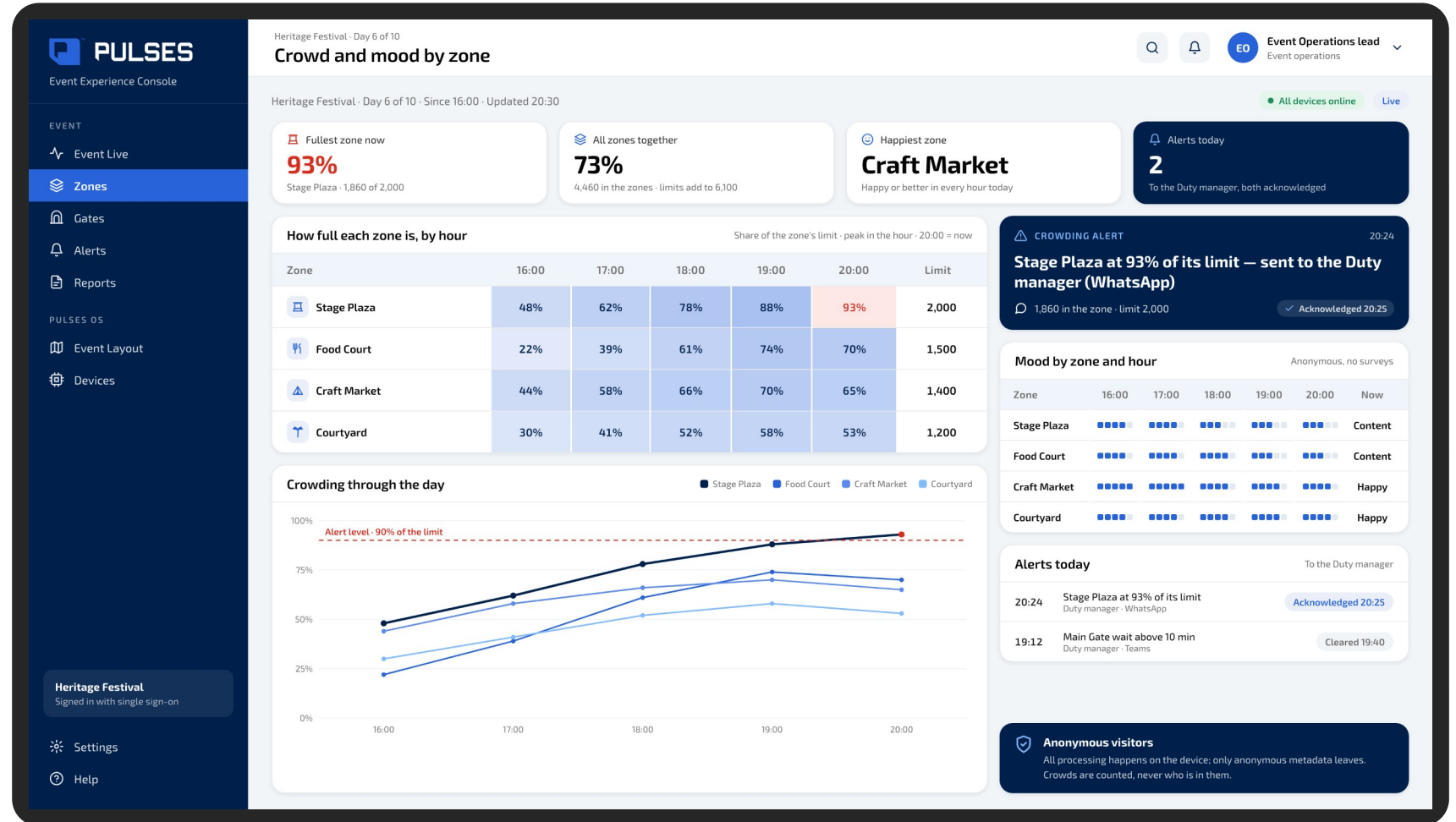


PULSES OS

Crowd and mood by zone

Crowding, before it's a crush.

- When a zone nears its limit, the duty manager gets an alert.
- How full each zone is, hour by hour
- Mood by zone and hour, no surveys

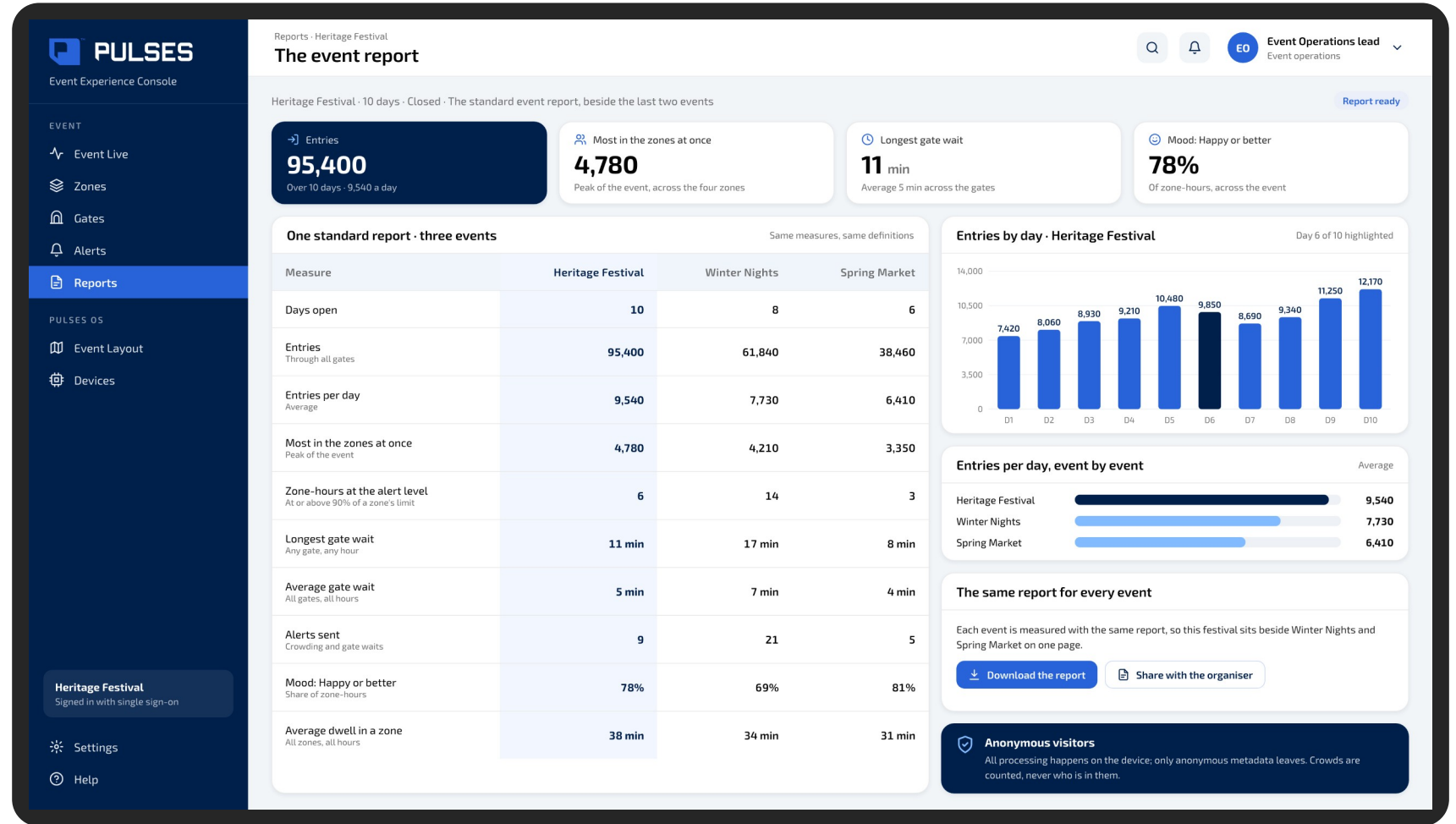


PULSES OS

The event report

One report, for every event.

- And when it closes, one report, the same for every event.
- Same measures, same definitions
- This event beside the last two



PROOF

150 million+

journeys counted across Pulses deployments

Anonymous platform total

PRIVATE BY DESIGN

Insights, not images.

- All processing happens on the device.
- Only anonymous metadata leaves.
- Crowds are counted, never who is in them.

 **Made in UAE**

Designed and made in the UAE.



NEXT STEP

Hold every event to one standard.

Book a walkthrough — pulses.ai/demo

The full showcase:

pulses.ai/use-cases/culture-events

Insights, not images.

The Operating System for the Physical World ·  Made in UAE



See the full showcase

Deployed at

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



Built on



Microsoft



NVIDIA