PULSES

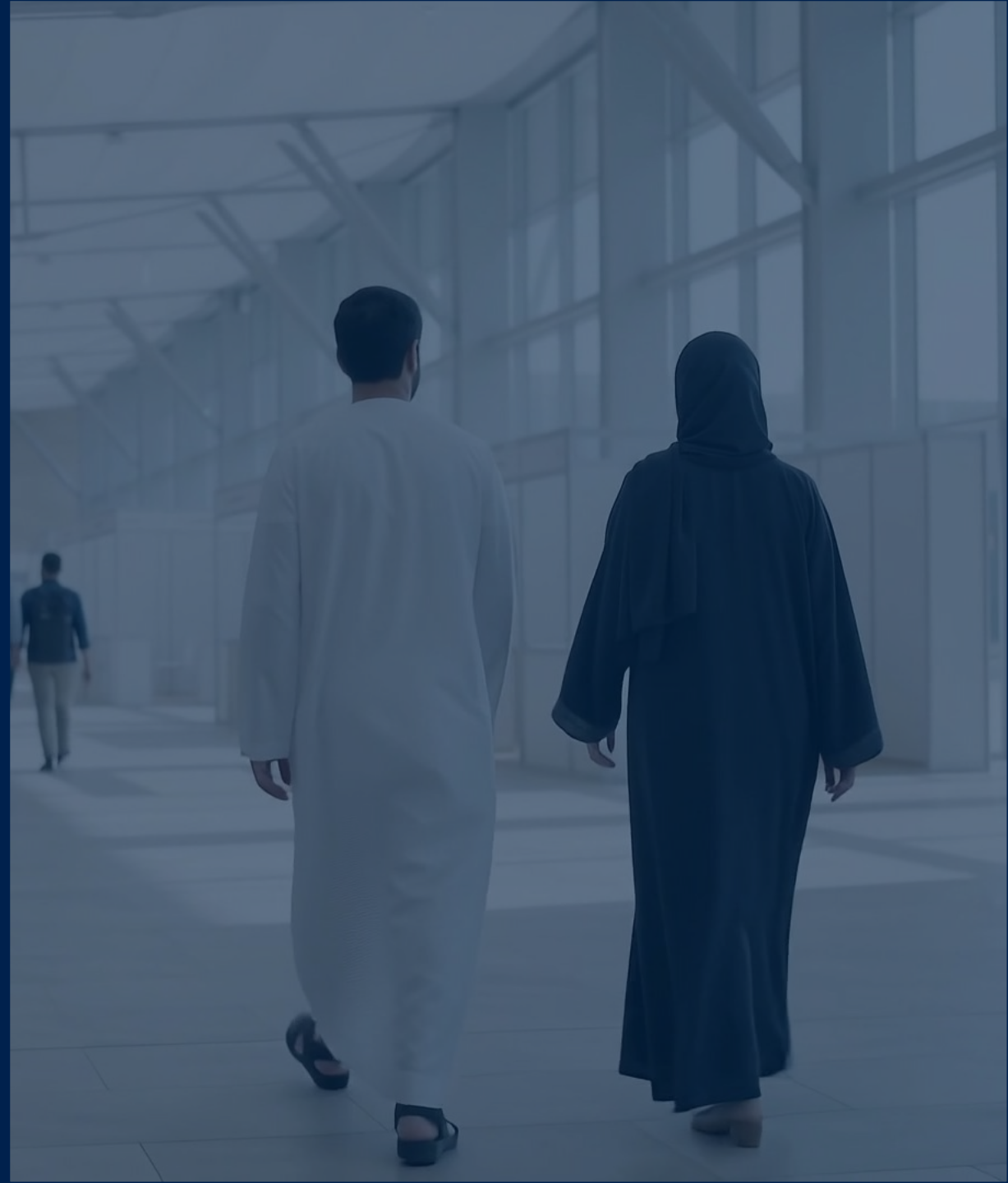
AI for the physical world.

EVENT INTELLIGENCE

See each attendee's journey.

One attendee, one journey: new or returning, across re-entries, halls and days.

For event organisers



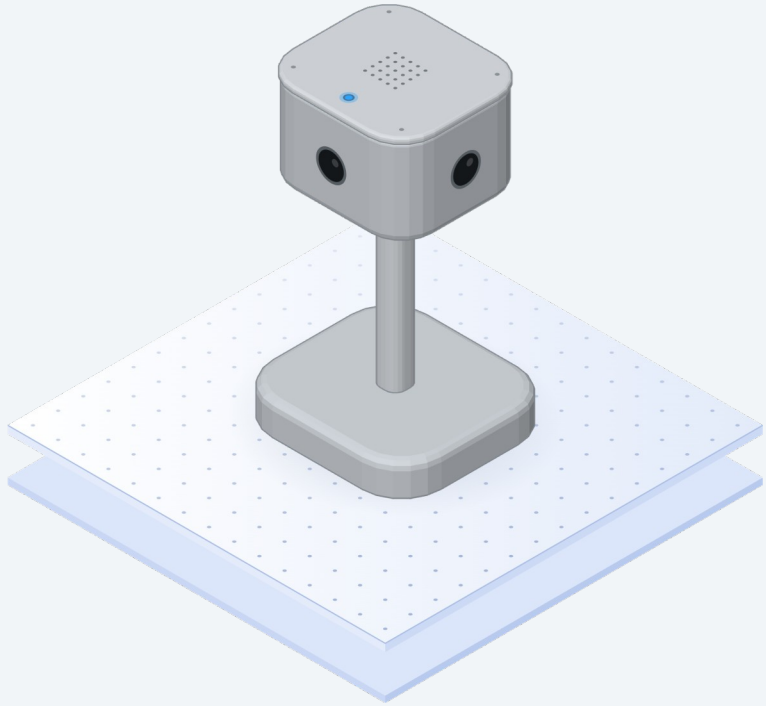
PULSES

WHAT THIS IS

Pulses.ai is a UAE-born Physical Intelligence company: AI for the physical world.

For event organisers: footfall counts crowds, not attendees.

01	SEE	**Vision Towers at every gate**
02	UNDERSTAND	**Unique visits, day by day**
03	ACT	**Sponsors get the numbers**



Pulses Vision Tower, set up for the event

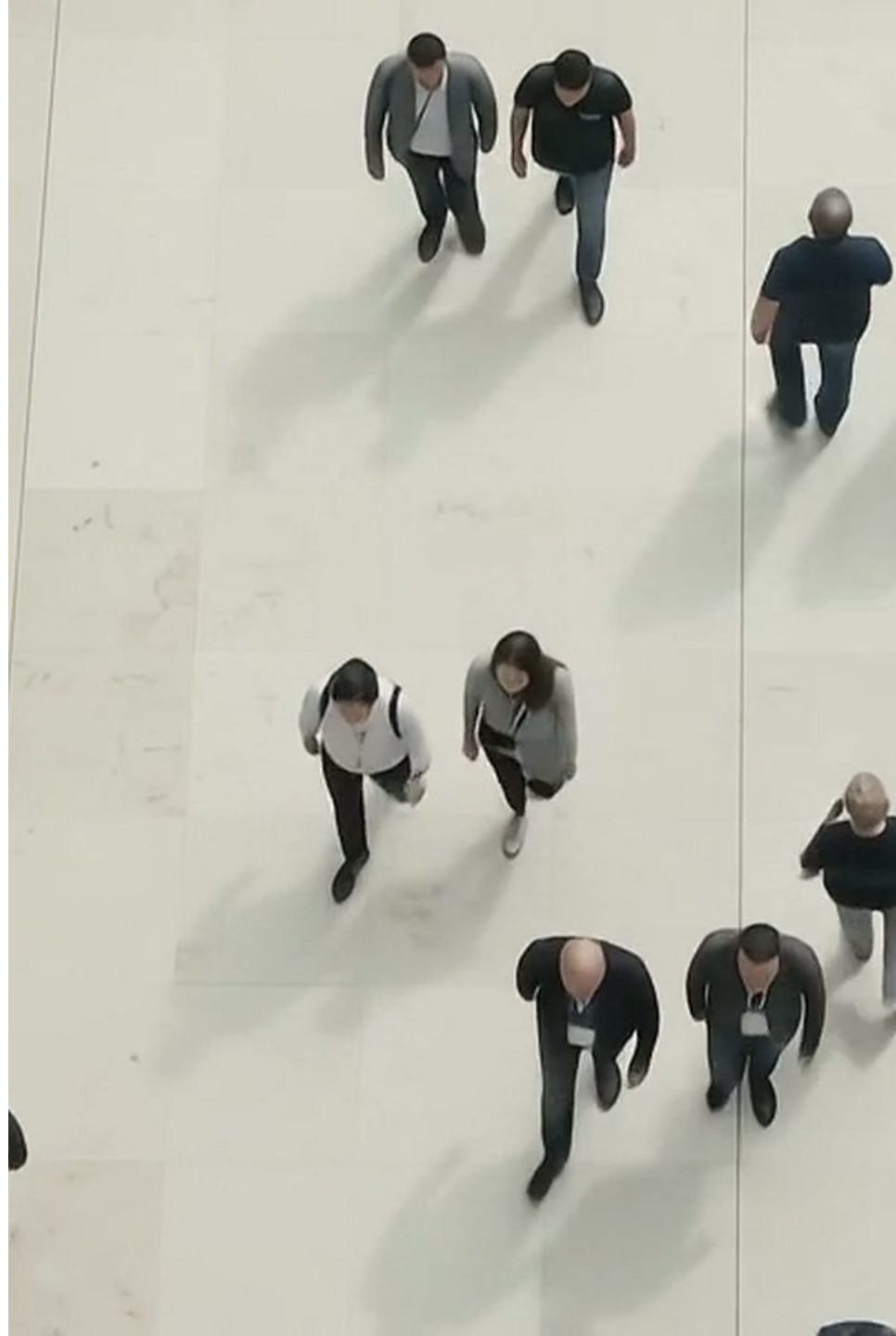
PULSES

THE PROBLEM

Footfall counts the crowd.

Not the attendees in it. The attendee who leaves for lunch and comes back adds to the count again.

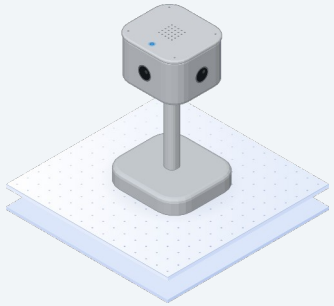
Returns look like new arrivals	A gate count cannot tell a first visit from a return, so the second day reads as a new crowd.
Exhibitors ask what their stand bought	Pavilion owners pay heavily for their space and want to see the engagement it earned, not a headline total.
The next edition is planned blind	Organisers of multi-venue events want to know which venue drew a crowd and which did not, before they plan the next one.



PULSES

HOW IT WORKS

From the gate to the sponsor report.



SEE

Vision Towers at every gate

A portable Pulses Vision Tower at each entrance, for as long as the event runs: set up in days, no building works.

UNDERSTAND

Unique visits, day by day

New or returning, across re-entries and days. Anonymous Unique FaceID: made on the device itself, with no personal data.

ACT

Sponsors get the numbers

When doors close, each sponsor gets a report to share: footfall and dwell, zone by zone, day by day.

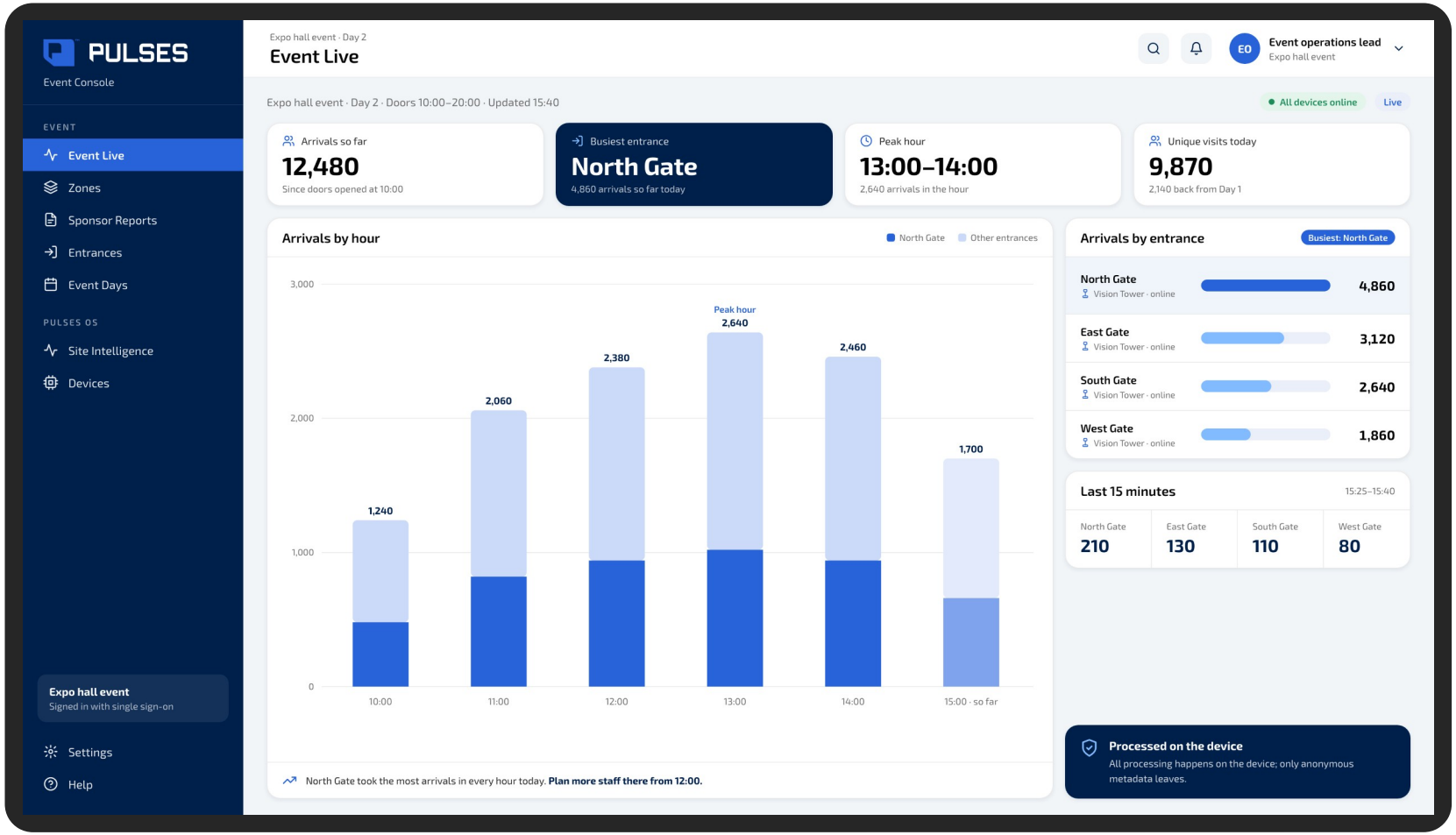
PULSES

PULSES OS

One attendee, one journey.

Unique visits today, with those back from the first day.

- Unique visits today, and those back from the first day
- Arrivals so far, the busiest entrance and the peak hour
- Each entrance with its Vision Tower and its status



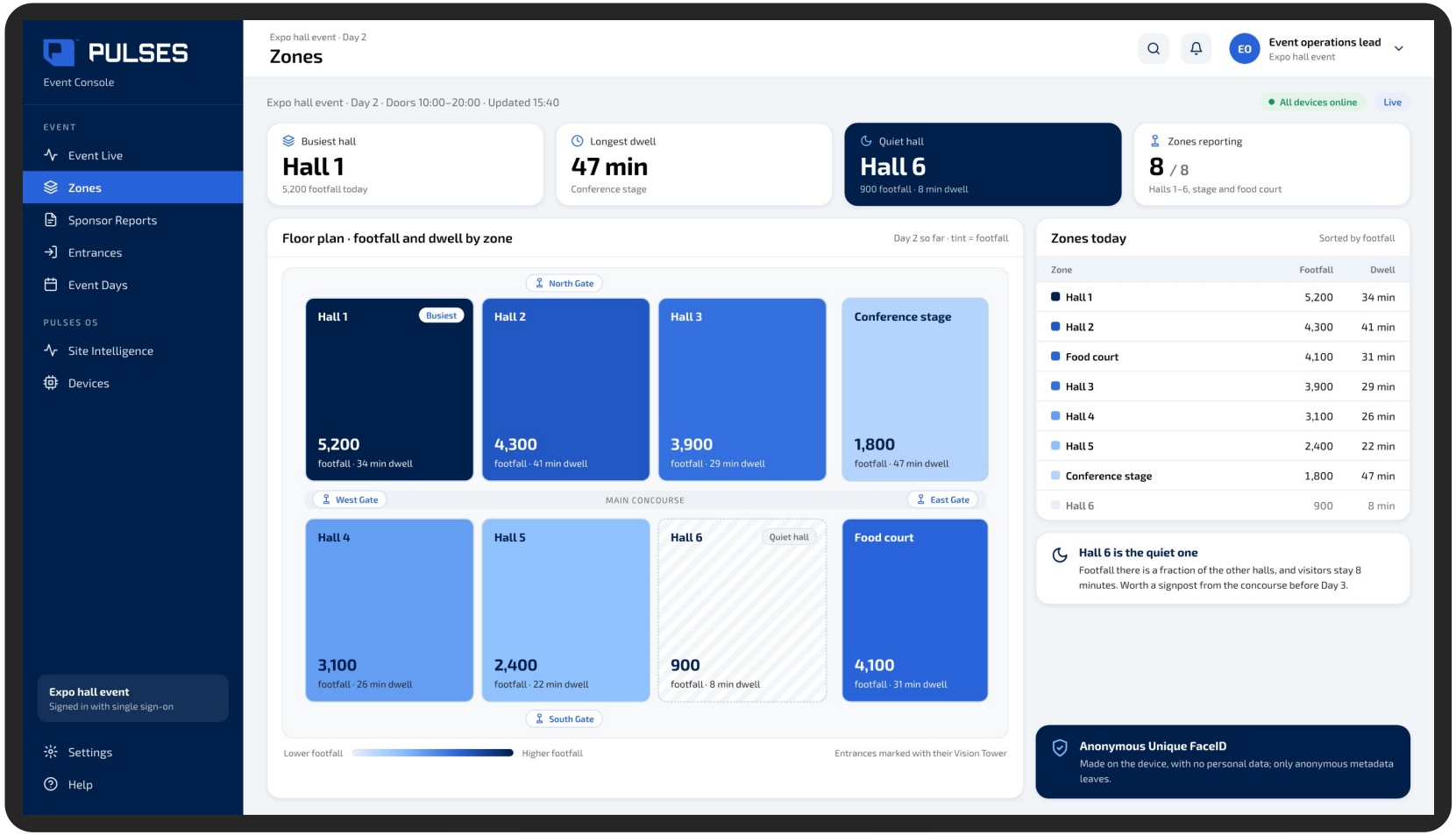
PULSES

PULSES OS

Where attendees linger.

Each zone on the floor plan, tinted by footfall, so the quiet hall stands out.

- The busiest hall, the longest dwell and the quiet hall
- Footfall and dwell for each zone on the floor plan
- A prompt to act on the quiet hall before the next day



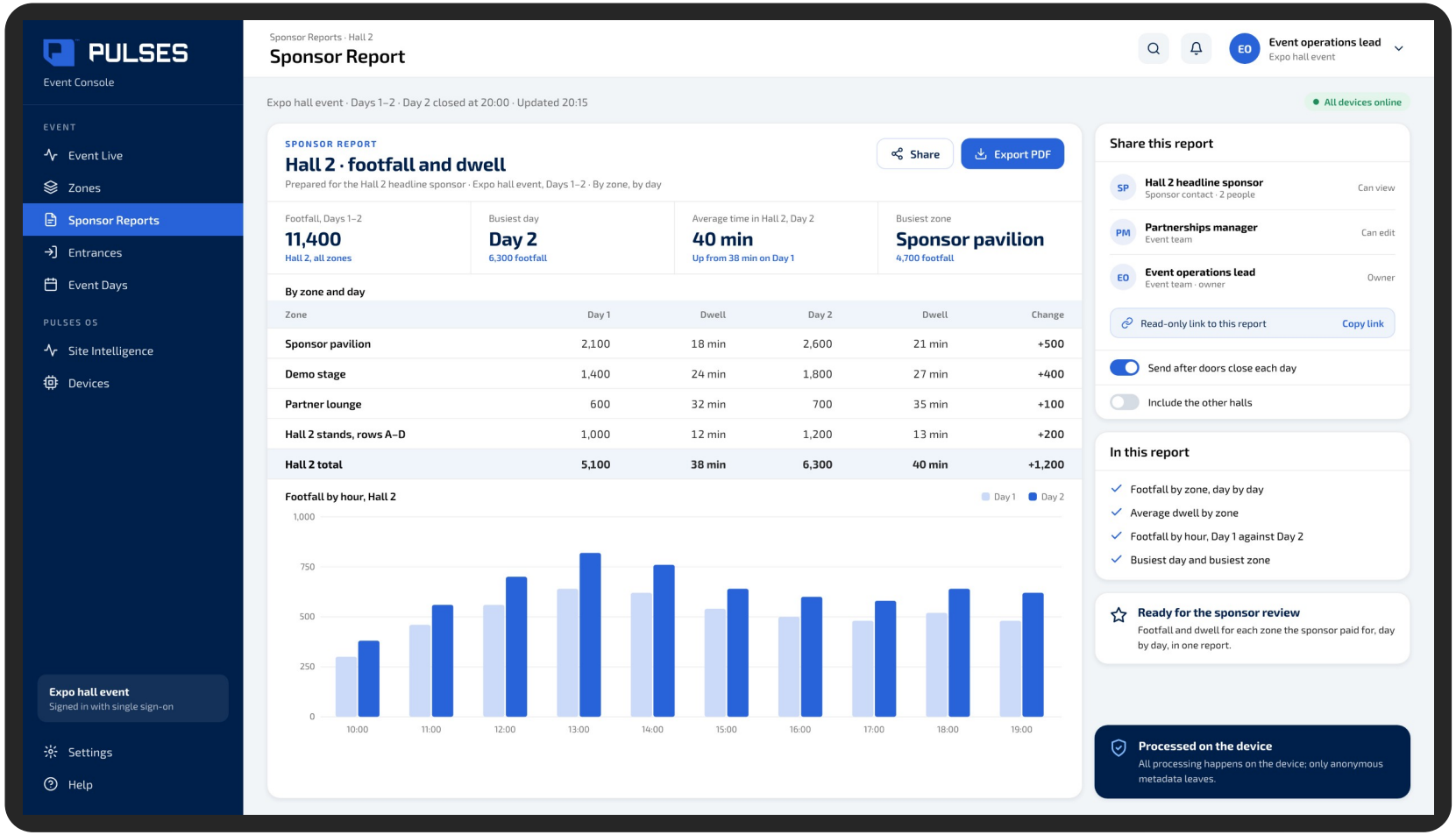
PULSES

PULSES OS

Sponsors get the numbers.

Footfall and dwell per zone and per day, prepared for one sponsor and ready to share.

- Footfall for the sponsor's hall, day by day
- Time spent in the hall, zone by zone
- Shared, or exported as a PDF



PROOF

55,000

visitors to the Abu Dhabi Government Pavilion at GITEX

Published by the Abu Dhabi Media Office

Reported for the Abu Dhabi Government Pavilion at GITEX Global 2025.

PULSES

AT YOUR EVENT

Set up for the event. Gone when it ends.

01

Set up

Vision Towers go up at the entrances and key zones before the doors open, with no building works.

02

Understood

While the event runs: unique visits day by day, and footfall and dwell by zone.

03

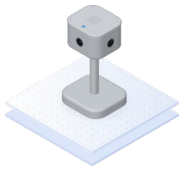
Reported

The organiser sees the event as it happens and closes it with a report per zone and per day, ready for exhibitors and sponsors.

04

Taken down

When the event closes, the towers are taken away. The next event starts the same way.



On the device

All processing happens on the device; only anonymous metadata leaves.

PULSES

AI for the physical world.

NEXT STEP

A real attendee-by-attendee journey.

Book a walkthrough — pulses.ai/demo

The full showcase, with the film:
pulses.ai/use-cases/event-intelligence

Insights, not images.

Scan for the showcase

Deployed at

ADNEC مجموعة أدنيك GROUP
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دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE AND TOURISM

ألعاب الماسترز
OPEN MASTERS GAMES
Abu Dhabi 2026 أبوظبي

Built on

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