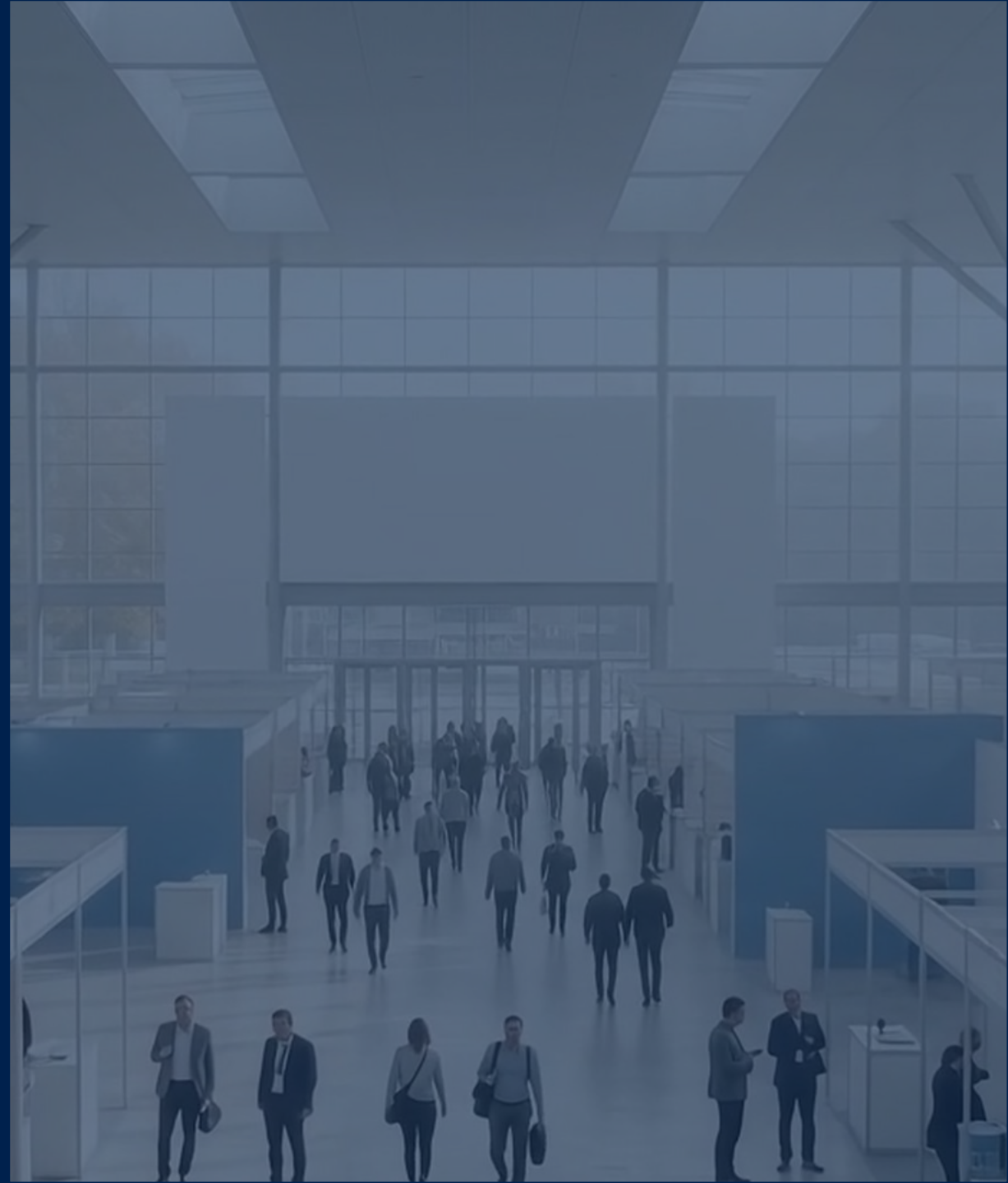


EVENT INTELLIGENCE

Know how your event really went.

Footfall and dwell, entrance by entrance and zone by zone, shared with the sponsors and exhibitors who paid to be there.

For event organisers and venue operators



WHAT THIS IS

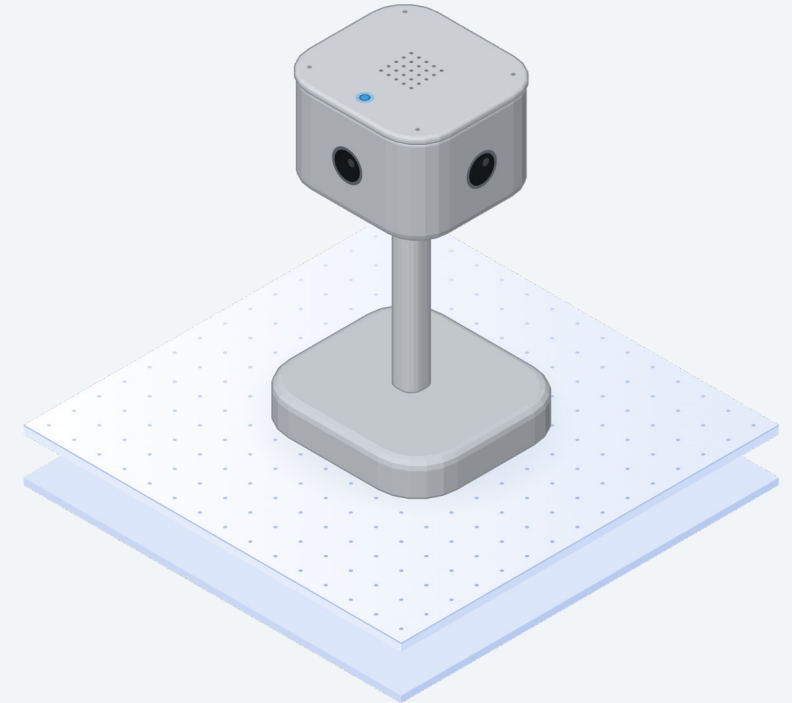
Pulses.ai is a UAE-born Physical Intelligence company: AI that understands your physical world.

For event organisers: attendance is a guess.

01 **SEE** **Vision Towers at every gate**

02 **UNDERSTAND** **Footfall and dwell by zone**

03 **ACT** **Sponsors get the numbers**



Pulses Vision Tower, set up for the event

THE PROBLEM

Every event ends with a number nobody can defend.

An exhibition, a festival or a games week is built for one number: how many people came. It sets next year's budget, the price of a stand and whether a sponsor renews.

The total is a guess

Events still close on an estimate: a ticket-scan total that counts re-entries twice, a head-count clicked at the gate, or a figure announced before anyone checked it.

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.

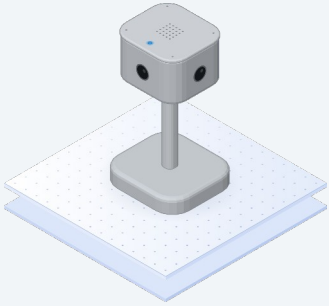
The next edition is planned blind

Organisers of multi-venue events want to know which venue drew a crowd and which did not, before they plan the next one.



HOW IT WORKS

Three moves, for the length of the event.



SEE

Vision Towers at every gate

Portable Pulses Vision Towers stand at the entrances and key zones for the length of the event: set up in days, no building works, taken away when it closes.



UNDERSTAND

Footfall and dwell by zone

Each device turns what happens in front of it into anonymous counts, on the device itself: arrivals by entrance and hour, footfall and dwell for each hall, zone and stand.



ACT

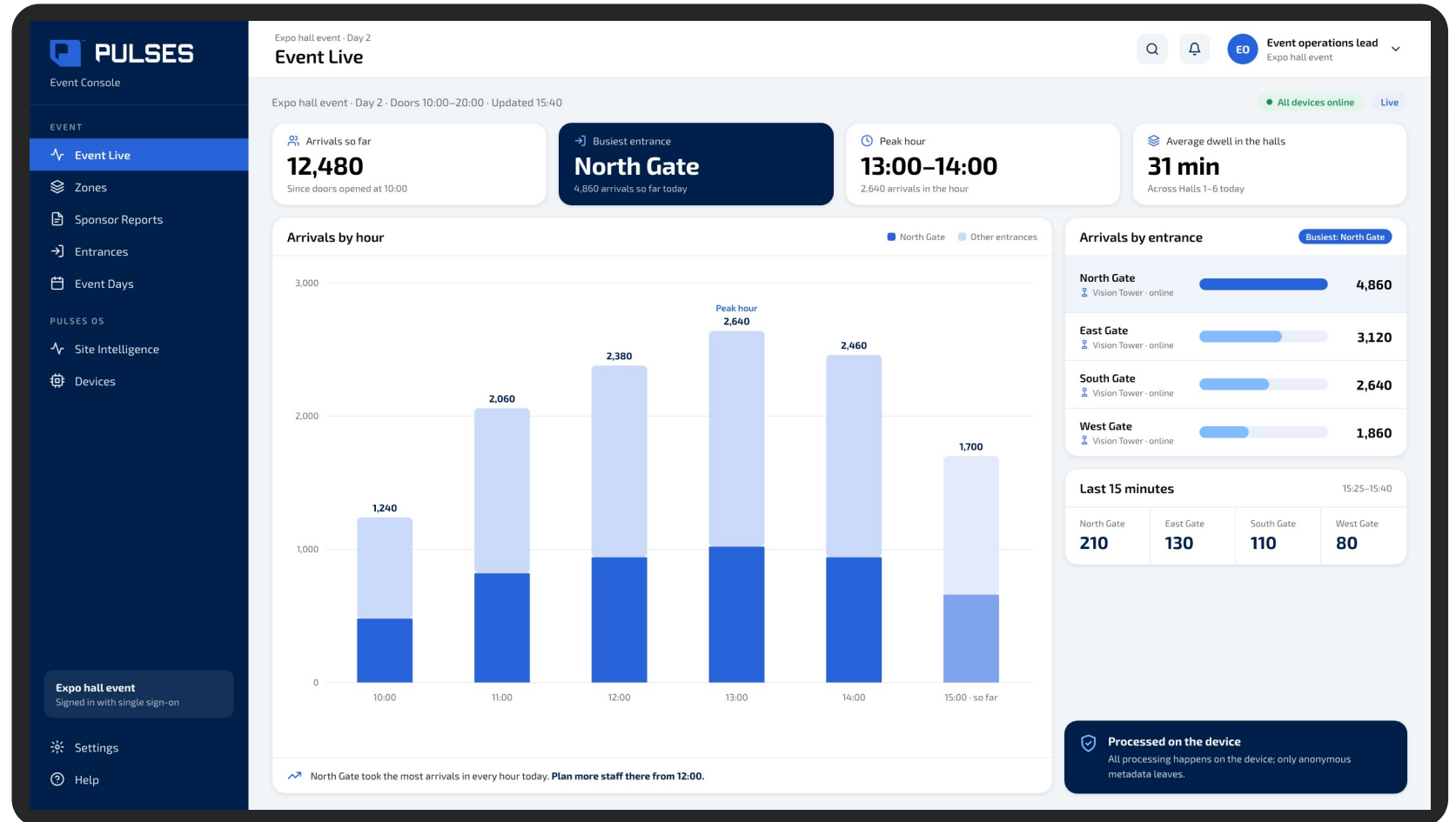
Sponsors get the numbers

Organisers see the event as it happens and close it with a report per zone and per day: the evidence exhibitors and sponsors ask for.

The event, as it happens.

Arrivals by entrance and by hour, from the moment the doors open.

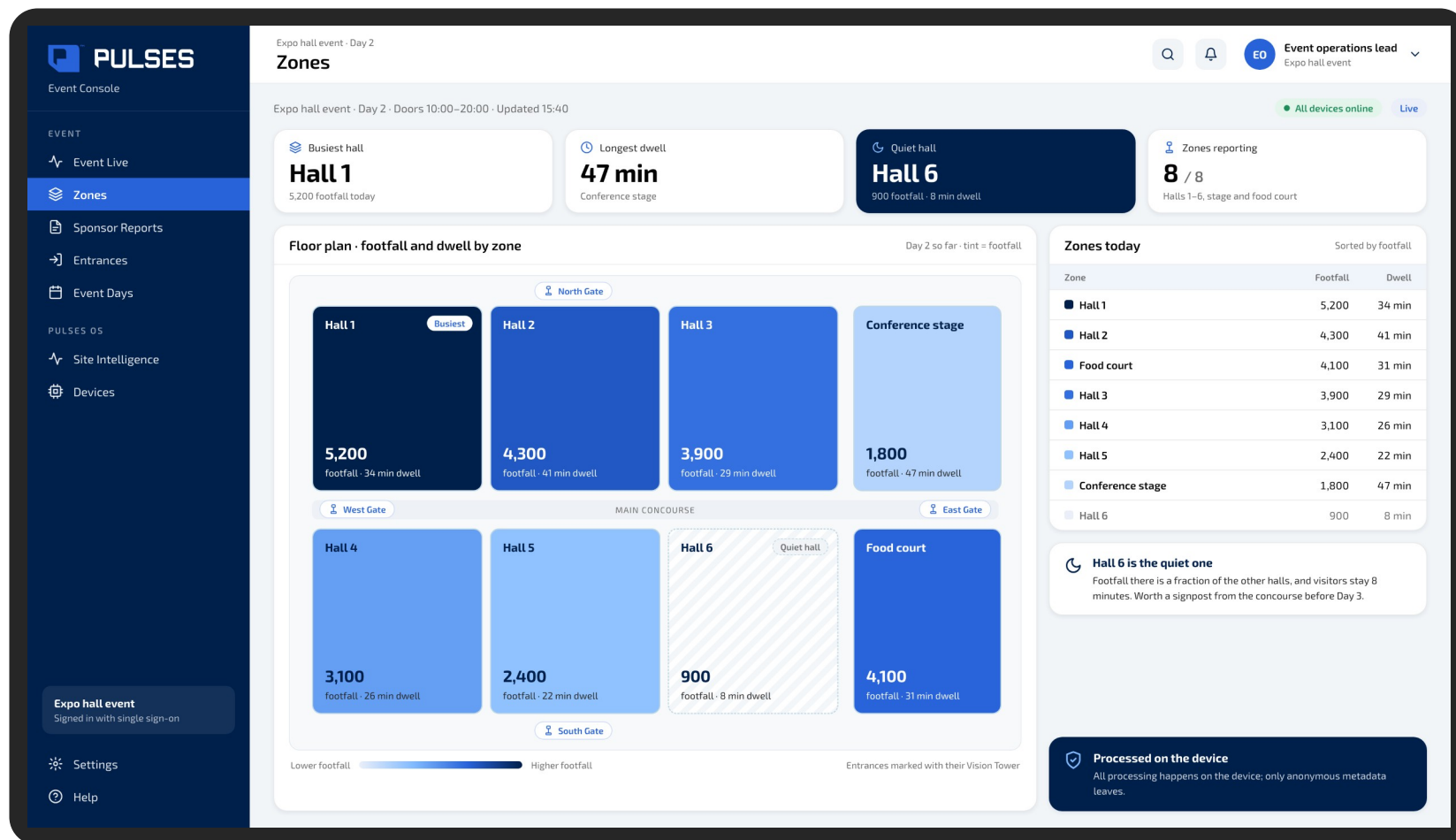
- Arrivals so far, the busiest entrance and the peak hour
- Arrivals by hour, entrance by entrance
- Each entrance with its Vision Tower and its status



Footfall and dwell, hall by hall.

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

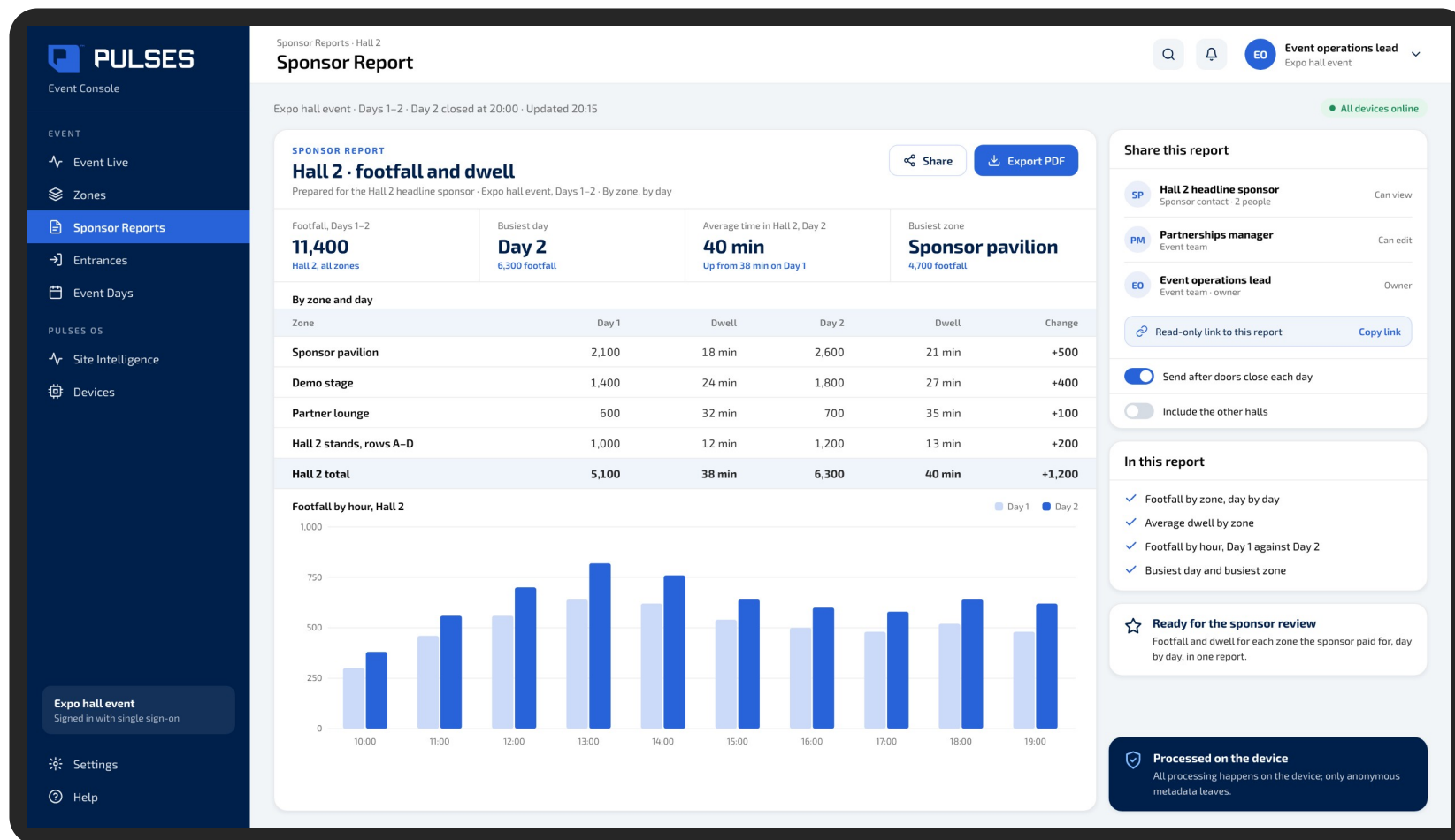
- The busiest hall, the longest dwell and the quiet hall
- Footfall and dwell for each zone on the floor plan
- A prompt to act on the quiet hall before the next day



A report sponsors can act on.

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.



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

Measured

While the event runs, each device turns what happens in front of it into anonymous counts: footfall and dwell by zone.

03

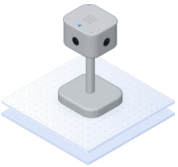
Reported

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.

NEXT STEP

See it at your next event.

Book a walkthrough — pulses.ai/demo

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

Insights, not images.



Scan for the showcase

Deployed at



Built on

