

Know how your event really went.

For event organisers and venue operators: footfall and dwell for every entrance and zone, shared with the sponsors and exhibitors who paid to be there.

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.

SEE

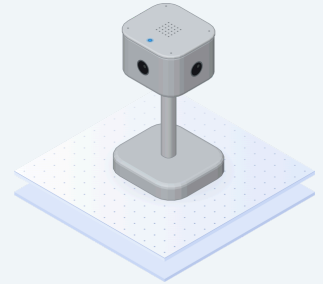
Vision Towers at every gate

UNDERSTAND

Footfall and dwell by zone

ACT

Sponsors get the numbers



THE NUMBER NOBODY CAN DEFEND

An exhibition, a festival or a games week is built around one number: how many people came. It shapes next year's budget, what a stand is worth and whether a sponsor renews. Yet most organisers still close an event on an estimate: a ticket-scan total that double-counts re-entries, a head-count clicked at the gate, or a figure announced before anyone has checked it. Exhibitors who paid for a stand ask what it bought them. Organisers of multi-venue events want to know which venue drew a crowd and which did not before they plan the next edition. And events are short: a system that takes months to fit is no use for a festival that lasts days.

HOW IT WORKS — THREE MOVES



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 the event 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 live and close it with a report per zone and per day: the evidence exhibitors and sponsors ask for, and a basis for pricing next year's stands.

HOW IT RUNS AT THE EVENT

- Vision Towers stand at the entrances and key zones for the length of the event. Nothing is built into the venue, and the towers are taken away when it closes.
- At the close, each sponsor and exhibitor gets a report per zone and per day, ready to share.
- Pulses OS shows the organiser arrivals by entrance and by hour, and footfall and dwell for each hall, zone and stand.
- All processing happens on the device; only anonymous metadata leaves.

ON THE RECORD

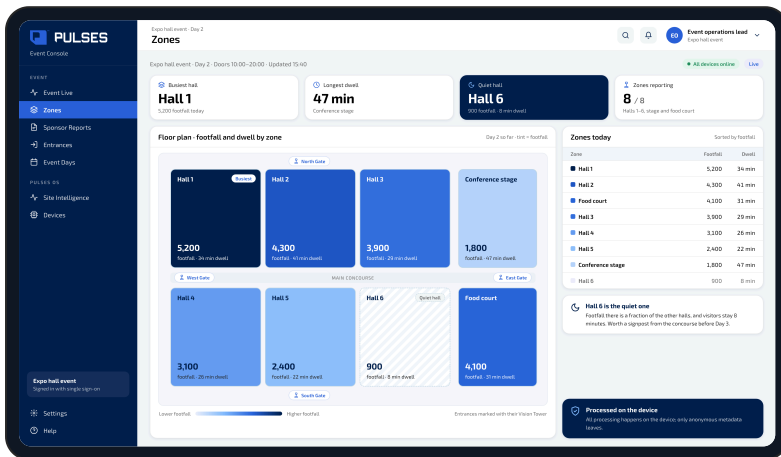
55,000

visitors to the Abu Dhabi Government Pavilion at GITEX

Reported for GITEX Global 2025.

Abu Dhabi Media Office mediaoffice.abudhabi, 19 Oct 2025

THE PRODUCT ON SCREEN

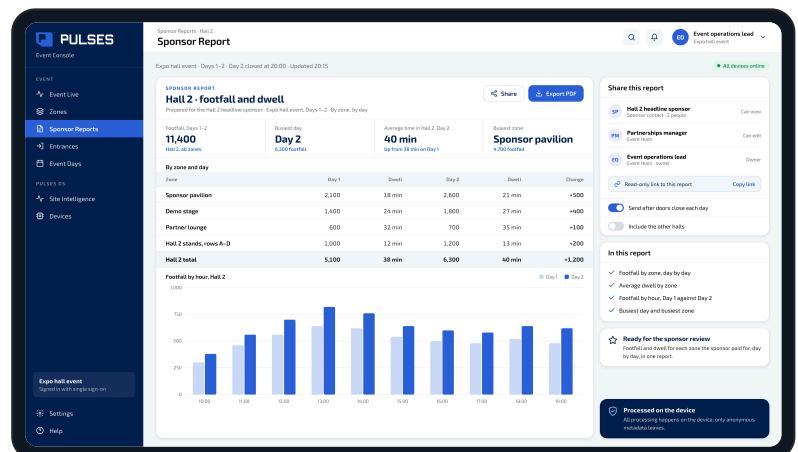


The event, zone by zone

Zones, the organiser's view in PULSES OS: footfall and dwell for each hall on the floor plan, with the quiet hall picked out.

Ready for the sponsor review

Sponsor Report puts footfall and dwell for each zone a sponsor paid for, day by day, in one report to share.



NEXT STEP

Book a walkthrough — pulses.ai/demo

See the full showcase, with the film, the screens and the deck:

pulses.ai/showcases/event-intelligence (scan the QR code). info@pulses.ai

The Operating System for the Physical World. Insights, not images.



Scan for the showcase

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