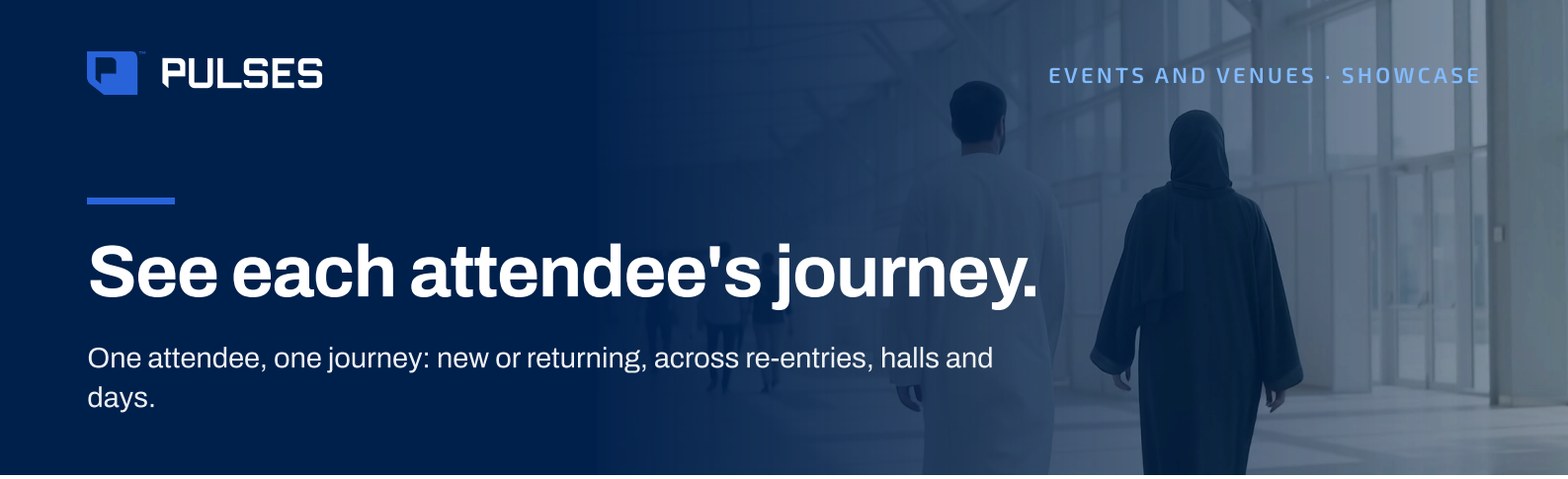


See each attendee's journey.

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

WHAT THIS IS

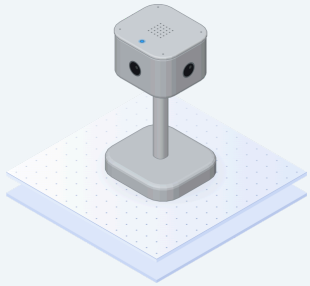
Pulses.ai is a UAE-born Physical Intelligence company.

For event organisers: footfall counts crowds, not attendees.

SEE
Vision Towers at every gate

UNDERSTAND
Unique visits, day by day

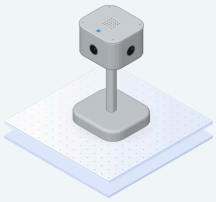
ACT
Sponsors get the numbers



FOOTFALL COUNTS THE CROWD

Not the attendees in it. An attendee who leaves for lunch and comes back adds to the gate count again, so the second day reads as a new crowd. Sponsors who paid for a stand ask what it bought them, and organisers want to know which hall drew a crowd and which stayed quiet. And events are short: a system that takes months to fit is no use for an event that lasts days.

HOW IT WORKS — THREE MOVES



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, taken away when it closes.

UNDERSTAND

Unique visits, day by day

One attendee, one journey: new or returning, across re-entries, halls and days. Anonymous Unique FaceID makes it work: 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 and day by day.

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.
- When doors 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, unique visits with those back from the first day, and footfall and dwell for each hall and zone.
- All processing happens on the device; only anonymous metadata leaves.

ON THE RECORD

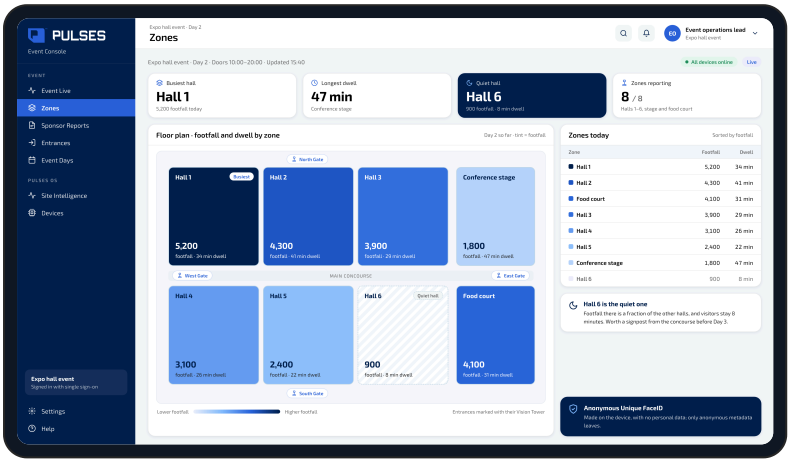
55,000

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

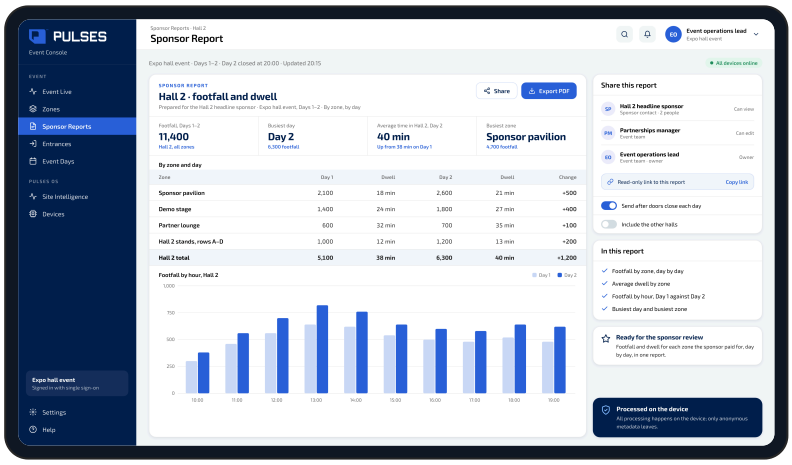


Where attendees linger

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

Sponsors get the numbers

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

A real attendee-by-attendee journey. See the full showcase, with the film, the screens and the deck: **pulses.ai/use-cases/event-intelligence** (scan the QR code). **info@pulses.ai**

Scan for the showcase

Insights, not images.

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