

Stores and malls

Aisle to basket, understood.

Where shoppers linger, which zones convert, and what to change.



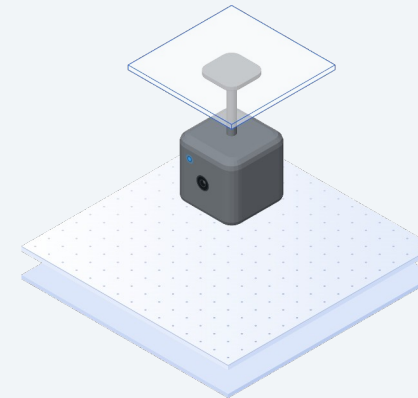
WHAT THIS IS

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

For stores and malls: the floor runs on gut feel.

The Operating System for the Physical World

HOW IT WORKS



SEE

Pulses Vision on the store ceiling

UNDERSTAND

Dwell, conversion and transactions, understood

ACT

The merchandiser hears what to change

THE PROBLEM

A funnel you cannot see.

Online, each step is a number. The floor runs on feel.

The promotion, judged by feel.

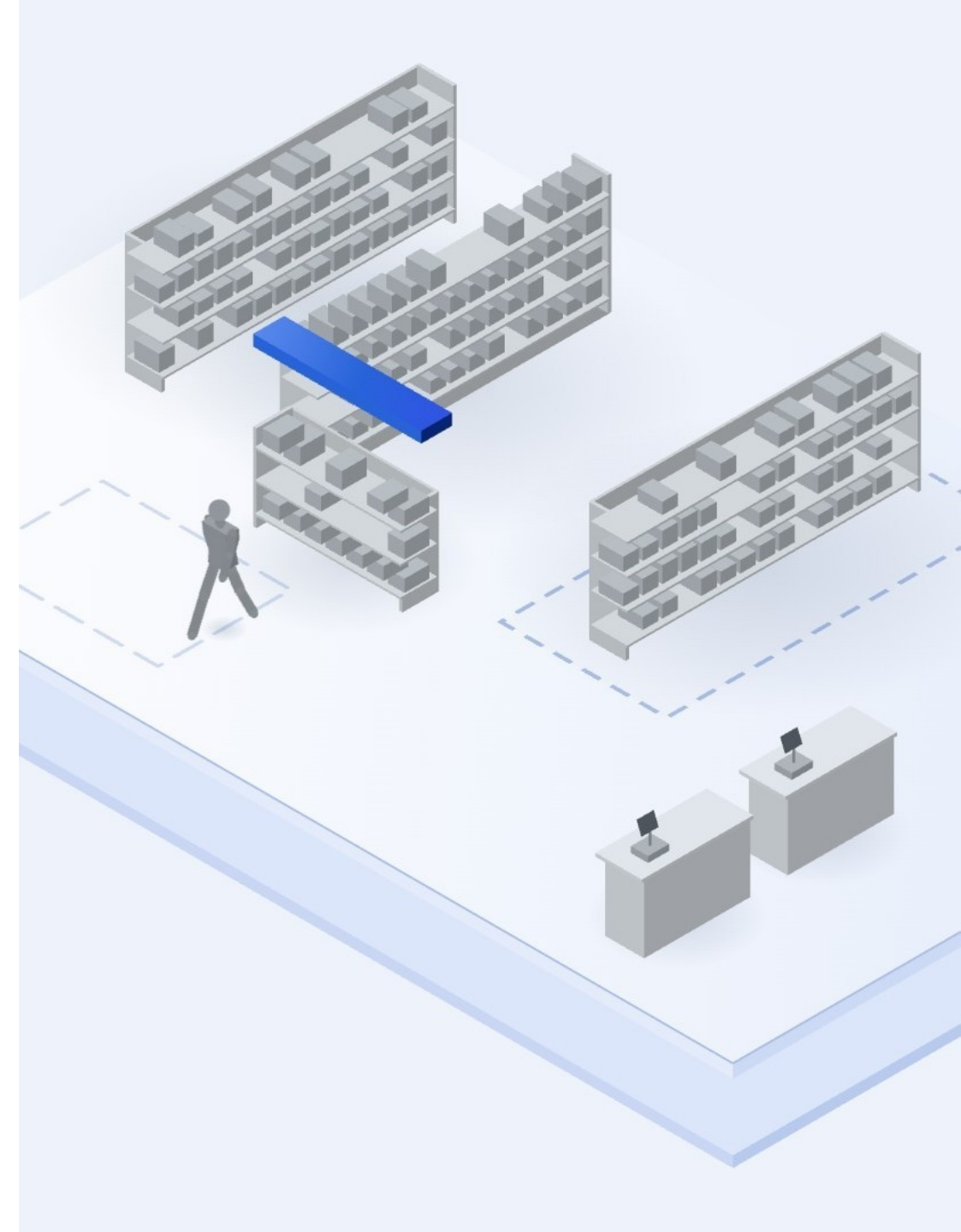
An end-cap is called a win without traffic or conversion.

Interest that leaves the store.

A shopper lingers, then leaves. The report comes a week later.

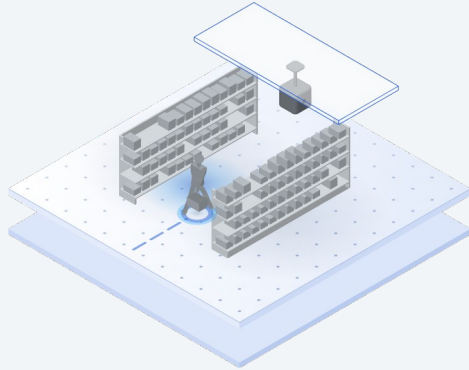
Visits that never reach a till.

Whole zones go unvisited, and the bounces go uncounted.



HOW IT WORKS

From the ceiling to the merchandiser.



01

Vision on the ceiling

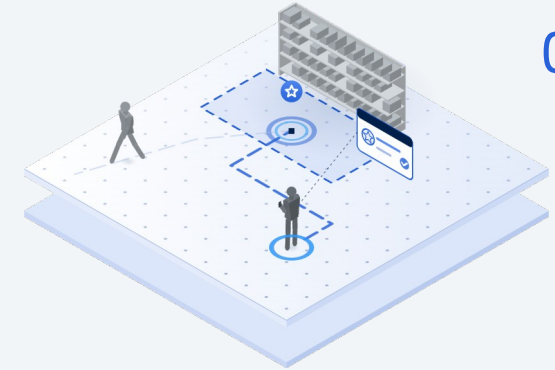
A Pulsar Vision device over the aisles and the entrance. All processing happens on the device; only anonymous metadata leaves.



02

The floor as a funnel

Where shoppers linger, which zones convert, which visits bounce.



03

The merchandiser hears

Alerts land on WhatsApp, Teams, SMS or email.

WHAT IT READS

What the floor tells you.

01

Aisle to basket.

See where shoppers linger, and which zones turn into baskets.

02

Did the promotion work?

Know whether the promotion worked, by traffic and conversion.

03

High interest, no purchase.

When a shopper lingers and leaves without buying, the merchandiser hears.

04

A bounce rate for the floor.

Visits that never reach a till show up as a bounce rate.

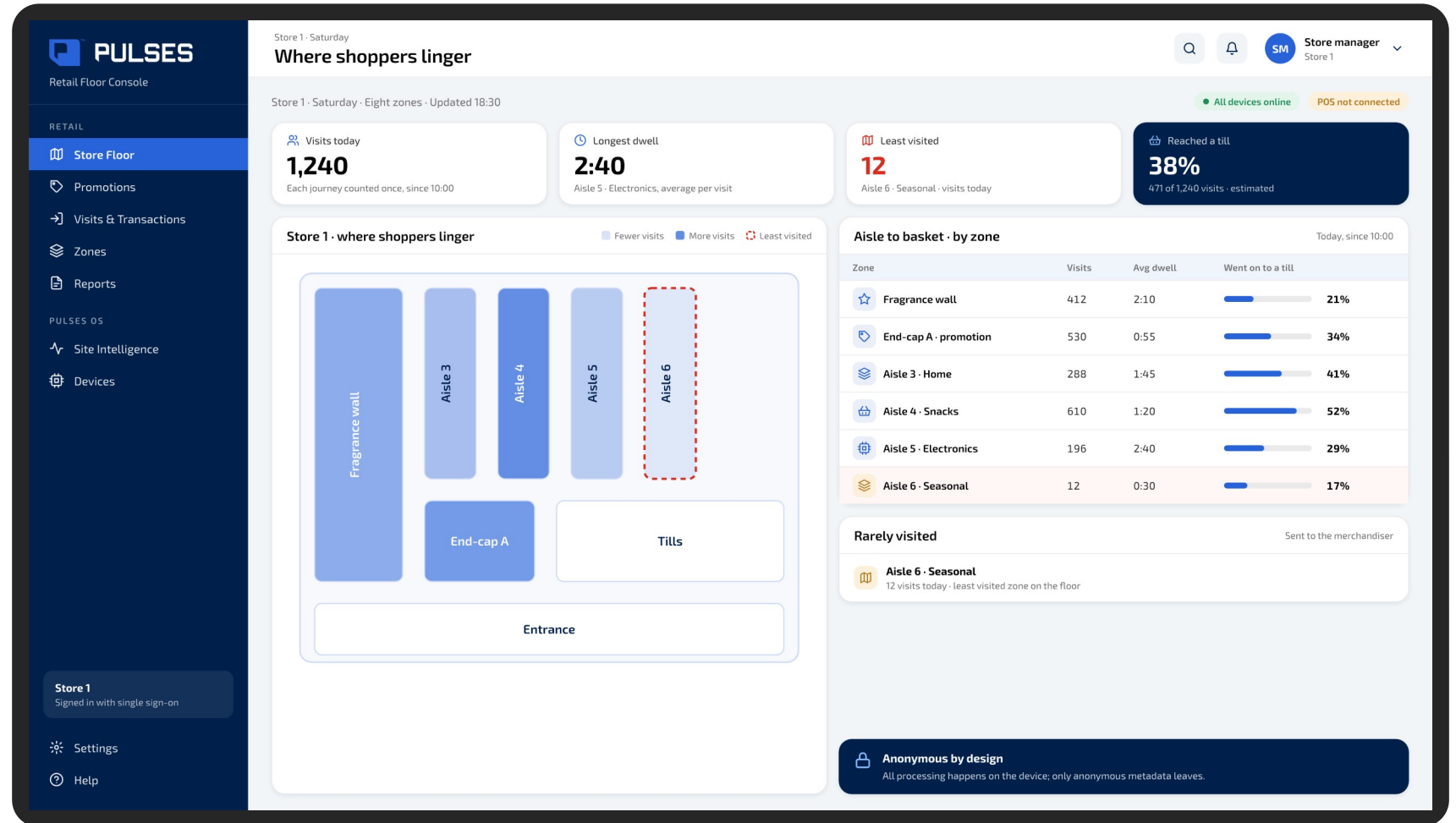
05

Transactions, before the POS.

Transactions are estimated, even before the tills are connected.

Where shoppers linger.

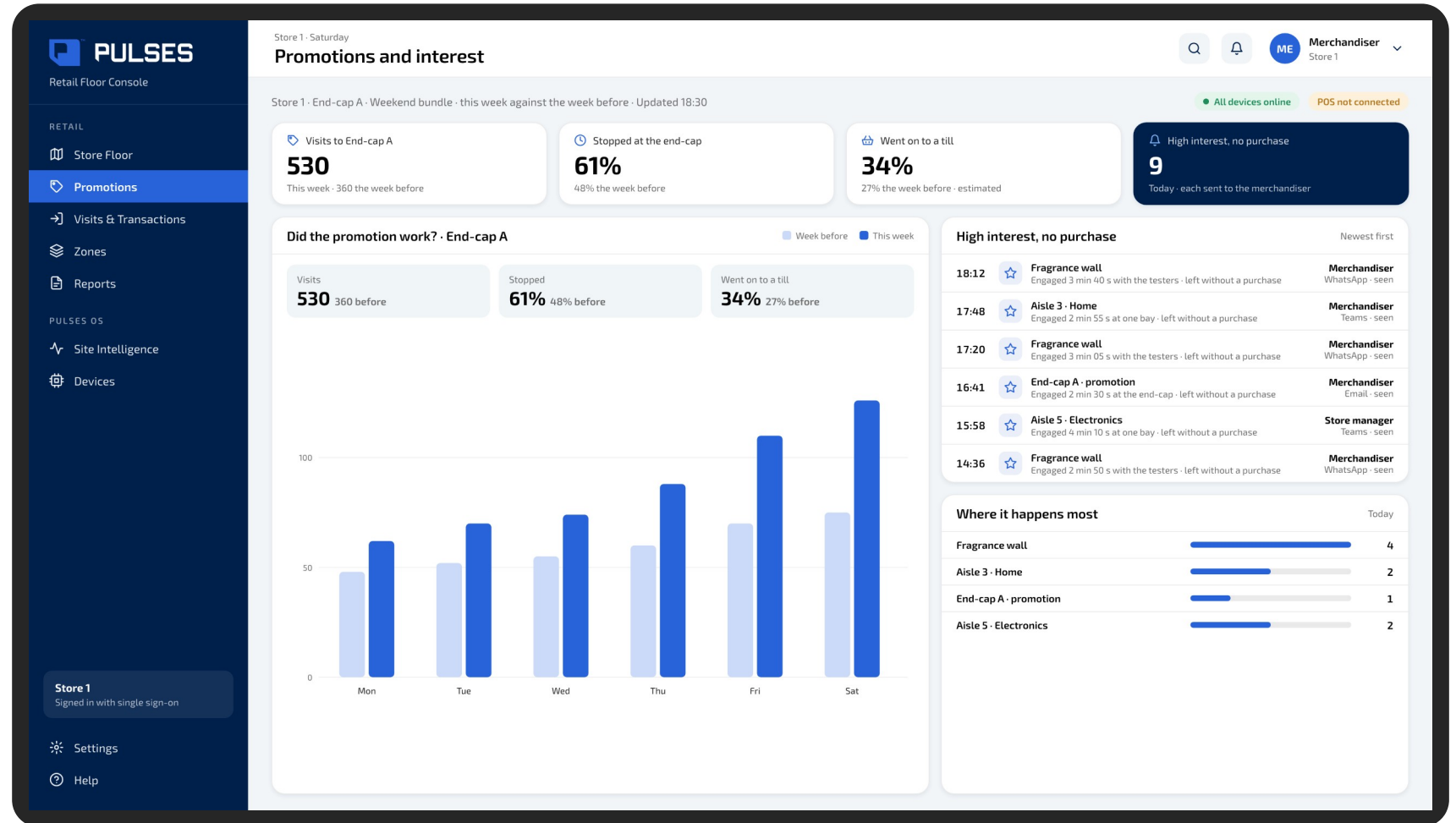
- Dwell by zone, on the floor plan
- Zones that are rarely visited
- Which zones go on to a till



Promotions

Did the promotion work?

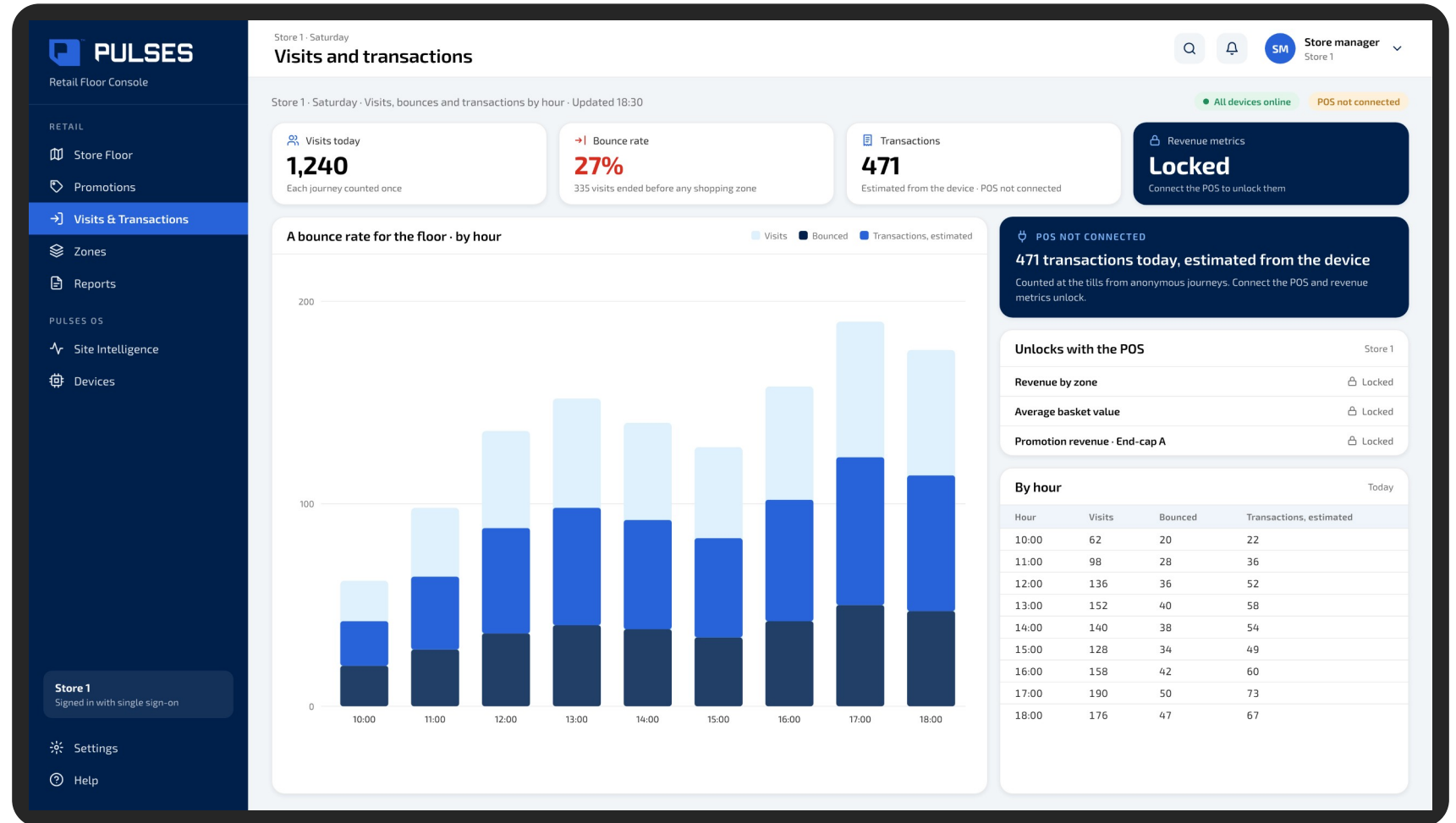
- End-cap traffic against the week before
- Conversion to a till, estimated
- High interest, no purchase, sent to the merchandiser



PULSES OS
Visits & Transactions

A bounce rate for the floor.

- Visits, bounces and estimated transactions, by hour
- Transactions estimated, POS not connected
- Revenue metrics unlock with the POS



PROOF

150 million+

journeys counted across Pulses deployments

Anonymous platform total

NEXT STEP

Walk your floor with us.

We walk through your store plan with you, zone by zone.

Book a walkthrough — pulses.ai/demo

The full showcase, with the film:
pulses.ai/use-cases/store-floor

The Operating System for the Physical World

Insights, not images.

 Designed and made in the UAE.



Scan for the showcase

Built on

