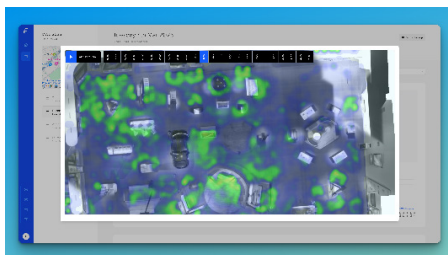




PEOPLE COUNTING

A SMARTER WAY TO VISUALISE STAND DYNAMICS AT MWC25



Brandfuel, an award-winning creative agency, has worked with Pylon One on numerous high profile events over a significant number of years. Brandfuel approached Pylon One to deliver footfall analytics for their telecommunications client at Mobile World Congress 2025. The client needed precise measurements to analyse behaviour across two key areas totalling 1500m² in size.

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POWERED BY PYLON ONE



THE SOLUTION

Pylon One proposed a solution that included combining a live view from 37 Xovis stereovision sensors focused from above into the space. Sensors were rigged onto the existing truss to create a seamless view for each area - an invite only exhibition space, and a public facing open access area.

The solution involves continuously tracking co-ordinates of visitors' bodies from above, a privacy focused solution interpreted as dots on a plan. A counting accuracy of more than 99% guarantees the most precise insights compared to legacy wifi probe based solutions - now troubled with challenges over reliable data.

With a vision based approach, people are individually recognised and continuously tracked, even if they are standing shoulder to shoulder, using AI - any breaks in paths with obfuscations from hanging signage can also be intelligently stitched back together. Every area of interest is then drawn onto the platform, and as a person track interacts with the area, this triggers a live event. This allows for metrics to be captured and reported on, not only for the entire area, but in addition, the sub areas inside and right down to the individual demo, in total, metrics were gathered for 98 areas of interest.

Working alongside Brandfuel's production team throughout the planning stage, the measurements were all calculated in CAD to visualise coverage, ensuring everything would be covered and not interfere with other production elements. This helped ensure the most effective use of installation time, partner technical teams and crew, keeping budgets efficient.



KEY POINTS

- The event leverages the latest version of Pylon One's People Counting platform
- 98 measured areas, from entire area coverage to individual demos
- Insights of data in true real time - an industry leader
- Occupancy metrics and dwell time distribution measured with 5 minute granularity - an industry leader
- Live ingress and egress counts
- Filtered views for each of the metrics, with instant reprocessing, plus the entire event being able to be reprocessed in less than 2 minutes
- Average of 6500 database transactions per minute
- Automated exports to Google Workspace to enable the client team daily call briefings

THE PLATFORM AND RESULTS

The event utilised the latest offering of the Pylon One People Counting platform. Developed in house by the team who have hands-on experience and an understanding of operational and client requirements.

This was all made possible with enhancements to the underlying stack and Pylon One working closely with our partner AWS. Featuring an entirely serverless stack, the platform now benefits from maximum uptime reliance, scalability allowing us to reprocess entire events in minutes and deliver the data in real time.

This is all coupled with built in resilience at each step, should one aspect be busy or unavailable, data can be queued or retried at a later time.

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Brandfuel and Pylon One have enjoyed a hugely successful relationship over the past 15 years.

We used Pylon One's innovative People Counting solution for a major client at MWC25.

The results were deemed to be hugely successful by both us and our client.

As always Pylon One were helpful and attentive throughout the pre-production phase and were incredibly supportive, as usual during the event.

We have no hesitation in promoting this service to our clients where applicable.

Anna Murdoch, Group Account Director

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