

Up against the clock...

Challenges

- Absolutely crucial 10 day annual festival for the global Muslim community.
- Incredibly tight time scales at all times
- 20,000, attendees from all parts of the globe.
- A custom built and complicated registration system
- Large number of concurrent users, heavy usage, WhatsApp was over 50% of the usage with messaging and video calls
- Recognising the requirements of sustainability and building this into all areas of the delivery.
- A diverse demographic of a non-technical audience, young children to the elderly
- A Wi-Fi network that provided secure connectivity but was locked down for social media

Scale | Secure | Sustainable

Ashara Mubaraka, or the Blessed Ten, is a period of ten days at the start of the Islamic new year that is dedicated to remembering the tragedy of Karbala and the plight of Imam Husain, his family and companions as well as their stand for Islam, justice, truth and humanity.

Another first, for one of the biggest cultural events in the world, as London is chosen to host Ashara Muburaka and Pylon One is selected as the connectivity specialist, to deliver WiFi capabilities for over 10,000 concurrent users.

Ordinarily, given Pylon One's experience of delivering large scale events, such as numerous world leader summits, Cop 26 and this years Queen Jubilee Pageant, this would be a fairly straightforward event.

However, the first conversations around delivering the project only happened on the 24th June, with the contract being agreed on Saturday 9th July and the project commencing on the 18th July! Given the size and complexities and the sensitive nature of the event, this



About Us

Communications services provider Pylon One has delivered robust connectivity for major events around the globe for more than two decades.

In addition to the United Nations Climate Change Conference it has played a significant role in the design and building of enterprise-grade Wi-Fi networks, providing the expertise and support of communication infrastructures at world leader summits, as well as leadership gatherings for many Fortune 500 companies

was a extremely short timescale to mobilise the production team. A strong aspect of Pylon One's ability to deliver large scale projects, is their extensive stock held in their UK warehouse.

Time was clearly one of the major considerations, with such short time scales, further impacted by the event actually starting two days before originally planned and a decision being made during the event, that they would extend the event by another day.

Given the nature and size of the event significant efforts were made by the organisers to engage with the local council and local residents to ensure that disruption to daily life was kept to an absolute minimum.

Recycling on site of all relevant materials by all attendees [20,000] was mandatory.

Building materials that could be reused and repurposed post event have indeed been used again elsewhere.