PylonOne

Understand design performance...

Deliverables

- Multiple sensor deployment
- Bespoke online platform representing near real-time footfall analytics of the event

People Counting

Tecna UK approached Pylon One to provide Footfall analytics for their client, a Global Tech Giant. The headline event of London Tech week 2024 was the AI summit held at the iconic Tobacco Dock venue in the East end of London. The exhibition stand had multiple zones and activations on their stand at this exhibition and wanted to understand how each area/zone performed. Their client also wanted a good indication of numbers of visitors entering and leaving the stand in timed increments across each day...

Upon Tecna UK providing the visuals of the space, the consultation process was quick, with Pylon One's technical team identifying the best position for sensor placements and maximising data capture while maintaining minimal impact on the overall design aesthetics of the space.

In total, 10 zones were identified, and 12 sensors deployed, which provided the following counts, ingress and egress, dwell (longest and average), occupancy over a 5-minute average per zone, and a heatmap representation of the analytics captured. Numerical totals were presented over the various data sets for ease of reporting, in addition, the Pylon One platform provided the client with the ability to explore the data in a more granular detail through the use of interactive timeline graphs, allowing our client to really inspect the numbers and further understand audience behaviour. The sensor data received throughout the show was close to real time, allowing for in show adjustments and maximising brand exposure.

The end result was twofold, Tecna's ability to prove the overall design concept of the event space was
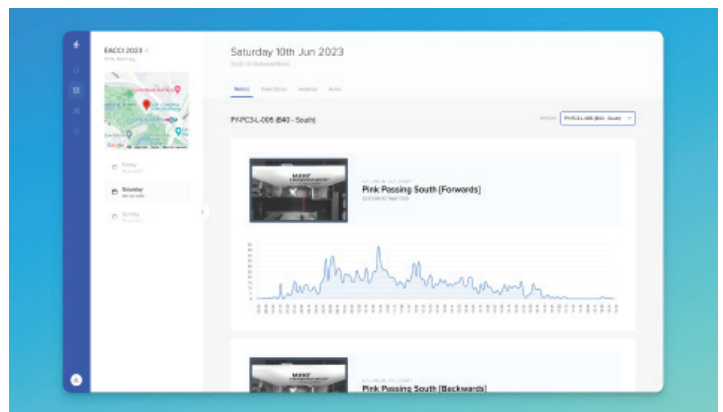
People Counting

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achieved, and their clients ability to review their various products successes throughout the event, with clear insight and understanding of individual zone performance, in addition providing a greater understanding for future targeted marketing campaigns around the various technologies displayed, culminating in the clients ability to understand their return on investment and the ability to benchmark future show performance.