

PwC Crowd Management Platform

The management tool for successful and safe events



**Successful and safe events
with movement data.**

We provide the **decision-making basis** to optimise the event experience and safety of your visitors.

Analyse the **movement behaviour** of your visitors in real time based on **smartphone sensor data**. Control visitor movement flows via **location-based messages**.

How does the platform work?

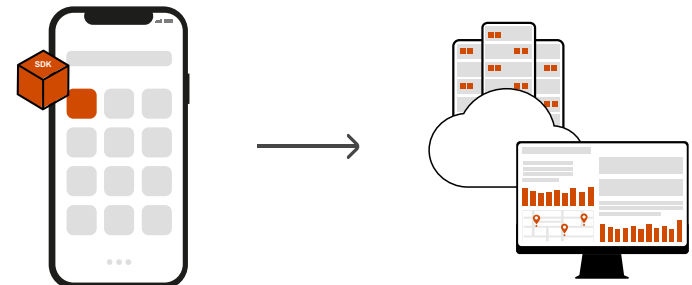
Utilising **smartphone sensor data** (e.g. location, acceleration, rotational movement data), the platform creates precise **situational images** of visitors' **movement behaviour** during the event.

→ **Movement paths, crowd densities, mobility types,** and potential **problem areas** can be analysed and evaluated in real time.



How is the data collected?

A small **software module (SDK)** is integrated into your existing event app. The data is **collected, processed, and prepared** in compliance with GDPR.



What advantages does the platform offer?



All-in-one solution

Record, analyse, and control the movement behaviour of your event visitors.



Individualised and scalable

We offer you a **customised system** according to your needs and requirements.



Low setup effort

The **utilisation** of the **existing event app** as a data source is particularly low-effort.



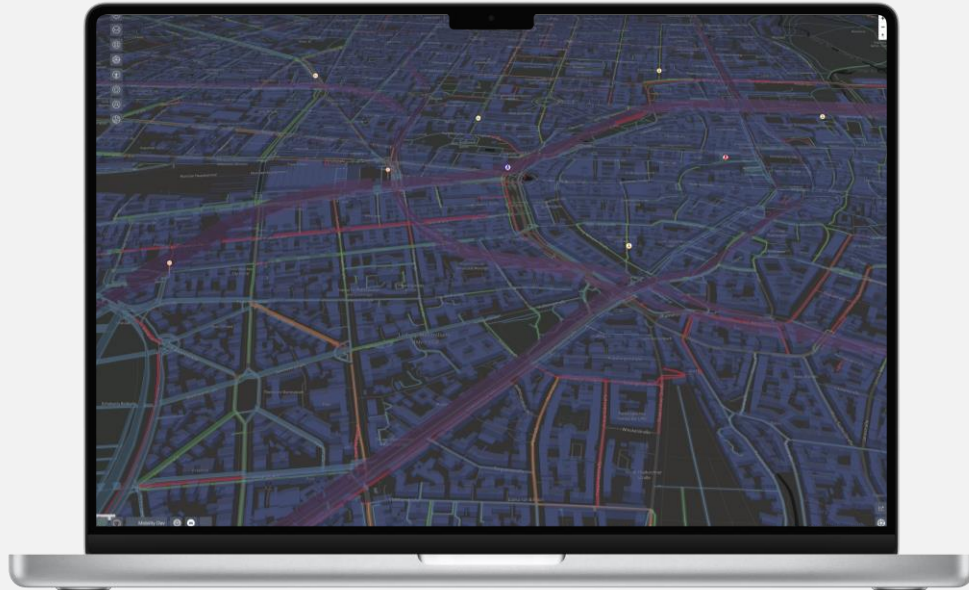
Compatible with other data sources

Easily connect **existing sensor hardware** and other **external data sources**.



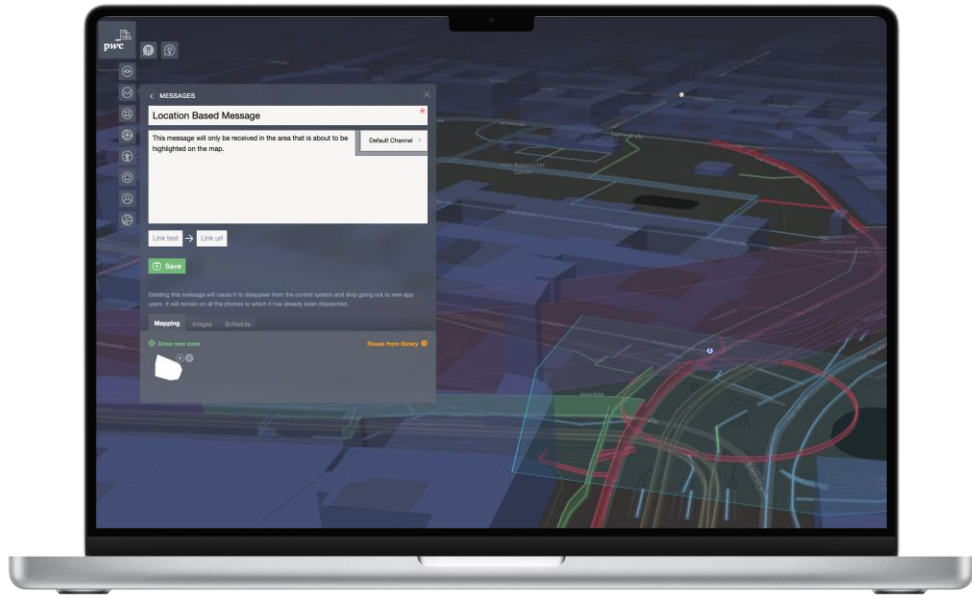
Visitor Flow Analysis

Visualise **visitor flows** in terms of **crowd density**, **direction of movement** and **speed** in real time on your event site map. The platform's artificial intelligence (AI) detects **anomalies** in time and alerts in **high-risk situations**, allowing you to react accordingly.



Arrival and Departure Analysis

Record the **types of mobility** used by visitors as well as the **intensity of use** of stations and routes to and from your venue. Together with local public transport providers **optimise the arrival and departure process** at future events to reduce waiting times.



Location-based Messaging

Inform visitors with **individualised** and **location-based messages** via your event app as soon as they enter a **predefined zone** at a certain time. You can, for example, send them safety instructions, recommendations for attractions, or marketing campaigns.

Asset Tracking

Automatically record the geographic **locations** and **movement data** of your **mobile assets** (e.g., staff, emergency personnel and vehicles). **In the event of a security incident** identify **available assets** in the vicinity using the geographic map in the dashboard.



Further features:

Customer Engagement Analyses

Measure the **distribution of visitors** in zones of interest (e.g. stages, sales booths, etc.) and identify visitors' interests at certain times.

IoT Sensors

Additional **external sensors** (e.g. people counting sensors, or cameras) can be connected to the platform at any time.

Geo Information

Display **important locations** in the **venue map** (within your event app) for your visitors.

Asset Messaging & Reporting

The **PwC Connect and Communicate App** allows you to communicate with personnel and coordinate them efficiently during incidents.

... and many more!

Feel free to contact us!



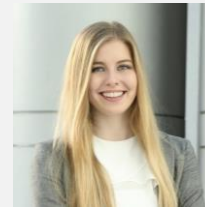
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