CASE STUDY

Sydney Celebrates Pride Securely with Xovis Data

When optimizing event management procedures, enhancing safety protocols, and streamlining reporting became critical to the viability of Sydney's storied Gay and Lesbian Mardi Gras, the tech-forward organizers turned to an analytics solution using real-time data captured by Xovis' AI-powered stereovision sensors.
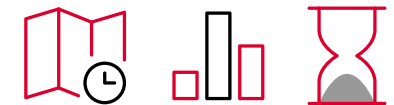
ACUMEN³

Client	Application	Added Value
Sydney Gay and Lesbian Mardi Gras	**Visitor Counting, Occupancy Management, Attendance Reporting**	

Challenge

In 2022, Fair Day, the exuberant Pride celebration happening annually at the peak of summer in Sydney's Victoria Park, faced occupancy restrictions that threatened to scuttle the event for a second consecutive year. Reluctant to forego another edition of an event promoting the city's progressive spirit, organizers sought out an automated people-counting solution that complied with evolving occupancy restrictions.

To meet organizers' immediate and long-term event management goals, the solution needed to have:

- Accurate, low latency attendee counts

- An intuitive web-based gauge of occupancy levels

- Easy access to data reports for internal and external stakeholders

As a one-day event, the Fair Day analytics solution also had to be easy to install, calibrate and remove. Looking forward to future editions of the event, organizers also wanted a robust system they could rely on a recurring basis.

Solution

A versatile technology service provider with over 60 years of providing multiple industries across the Asia Pacific region with innovative solutions, Micromax was selected to solve Fair Day organizers' occupancy management challenges.

To ensure occupancy levels did not surpass a concurrent-visitor limit of 25,000, organizers needed a live view of occupancy. The goal was achieved by affixing seven of Xovis' AI-powered, 3D sensors to a temporary archway at the event's entrance and stitching the sensors' views together to create a multisensor—an on-board application that combines multiple sensors into a seamless large area tracker.

Entry-exit data captured by the sensors was sent to the web-based Acumen[3], Micromax's visitor analytics and monitoring platform.

Designated members of the Fair Day event, including the event control center comprised of police and security teams, had access to an easy-to-use occupancy meter. If occupancy numbers neared the limit, organizers and security staff could slow the influx of visitors.

Micromax selected Xovis sensors because of:

- Unrivalled accuracy in counting in complex environments

- Ease of installation, calibration, and data access

- Nominal lag times ensuring real-time responsiveness

Because Fair Day event planners had a long-term vision for event analytics, the possibility of easily deploying the analytics solution built atop Xovis' sensors in the future also influenced Micromax's decision.

Benefits

The analytics solution developed by Micromax using Xovis sensors helped save the 2022 Fair Day event. Realizing the opportunities that insights from the system presented, organizers elected to use the system again for the 2023 and 2024 editions of the event.

Among the considerations supporting the decision was a recognition that transparent reports based on accurate, objective data could improve:

- Funding requests from governmental and non-governmental groups

- Managing media inquiries and highlighting event successes

- Optimizing event layout and scheduling

By understanding occupancy peaks and troughs, organizers can also improve resource allocation to ensure all visitors can enjoy the event safely and conveniently—as lessons learned in one year can improve future events.
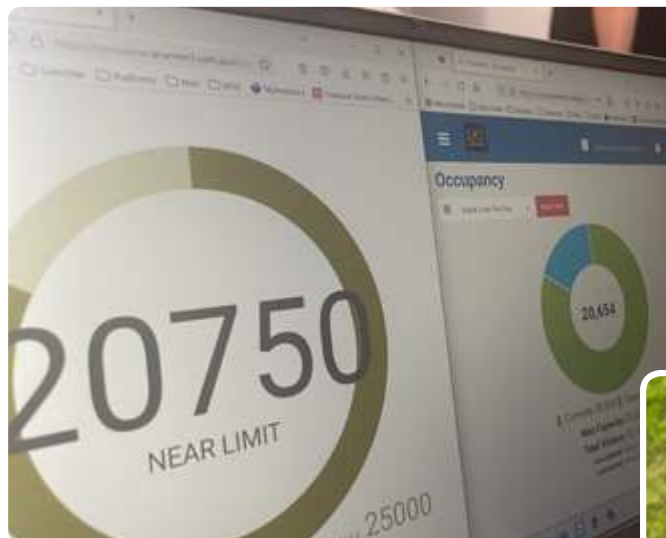
" We use Xovis sensors because of the quality and unparalleled accuracy. But they are also excellent for high-pressure events like Fair Day—where an analytics solution must be up and running in a matter of hours. Robust and intuitive hardware like sensors from Xovis help ensure we never miss an event."

Kurt Schober,
Micromax Account Manager