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> "We are a massive venue. We attract over 3 million visitors a year. Security is a key priority for us."
>
> **Robert Bowell, IT PMO Manager, NEC Group**

Real-Time Crowd Intelligence Elevates Operations and Experiences at the NEC

As one of the U.K.'s largest event venues, the National Exhibition Centre (NEC) in Birmingham, England, hosts various conferences, performances, and exhibitions. Accurate insights on the location and movement of guests help them ensure the safety and security of the 3 million people who annually attend events at the NEC. NEC collaborated with Intel and WaitTime to address the challenge of real-time occupancy monitoring across its large and dynamic event spaces. Using advanced AI technology and Intel® Xeon® Scalable processors, the NEC Group implemented a flexible crowd intelligence solution that delivers real-time occupancy data and capacity alerts, significantly improving operational efficiency and decision-making while laying the AI-powered foundation for improving guest experiences and enhancing offerings for exhibitioners.

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