



# CROWD CONTROL & COMMUNICATION

SAFETY IN IMAGES AND WORDS



MANAGE AND INFORM  
YOUR CROWD

NEW



MediaCows

Crowd Control & Communication

# ICIS INTEGRATED CROWD INFORMATION SYSTEM

always in control  
of your event

## MEDIACOWS.

We are MediaCows: experts in crowd control and communication. Crowd safety is a hot issue, especially at events. As an event organiser you leave nothing to chance and you want to be prepared for everything.

We have developed our own **Integrated Crowd Information System** which is used internationally to ensure that events take place safely.

## CROWD SAFETY WITH ICIS AND HIKERS.

With our **Integrated Crowd Information System** you inform your visitors the fastest in a changing situation and you are prepared for the worst.

Our large mobile **HIKERS** - these are **LED screens on concrete pedestals** - allow you to communicate with visitors of events. More importantly: in case of an emergency they enable you to influence the behaviour of large groups of people at the same time.

The use of these **HIKERS** is twofold: on the one hand you can show welcoming messages, logos or commercials and thus contribute to a pleasant atmosphere at your event. On the other hand you can prompt your visitors within a few seconds to evacuate if a field is locked, or you request attention in case of a missing child by displaying a text, movie or icon.



## HIKERS. STRONG AND MULTIFUNCTIONAL.

Commercial expressions, logos, videos, alerts and welcoming messages. Our HIKERS make sure that your message reaches the right audience.

## ENDLESS POSSIBILITIES.



SAFETY MANAGEMENT



WARNING SIGNS



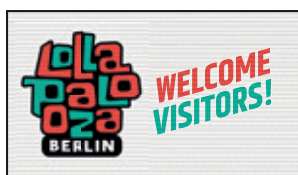
SPORT EVENT BROADCASTING



LIVE CONCERT BROADCASTING



INFRASTRUCTURAL-SIGNING



EVENT INFORMATION



**WINDFORCE**  
resistant **12**



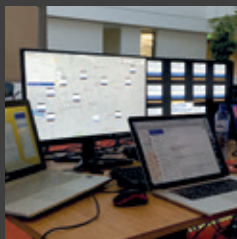
# ICIS. THE SYSTEM

## MANAGING AND PROGRAMMING.

We think along with possible scenarios, design the layout of the (crisis) content, and program our software tool. Moreover, we provide for an operational manager during the event.



## MEDIACOWS INTEGRATED CROWD INFORMATION SYSTEM (ICIS)



COMMAND  
CENTRE



DVB-T2  
WIRELESS  
TRANSMITTER



HIKERS

# CASES

A SELECTION OF OUR REFERENCES.

## PAROOKAVILLE

### Parookaville

The biggest electronic music festival in Germany. Armin van Buuren, David Guetta, Martin Solveig, Nicky Romero, Hardwell: the list goes on and on.

For three days the former RAF base at Airport Weeze is converted into the complete city of the mythical figure 'Bill Parooka' with the festival visitors as residents of this city. The 'population number' has increased explosively since it was founded. At the start in 2015 it was 25,000, the following year 50,000 and in 2017 80,000 visitors!

MediaCows operated 4 days, 24 hours a day, 23 systems from their own mobile command centre.

- **Number of visitors: 80.000**
- **Systems: ICIS and HIKERS**
- **Duration of the event: 4 days**

**80.000**  
VISITORS



### Nijmegen Vierdaagse

The Nijmegen Vierdaagse (Four Days Marches) welcomed an extraordinary number of visitors this year: no fewer than 1.6 million people came to encourage hikers while enjoying the summer sun, the many festivities and the fireworks.

### Feeling safe

A survey by the Stichting Vierdaagse Feesten (Foundation Four Days Marches Festivities) in which more than 600 people were surveyed, showed that despite these enormous crowds 80% of the visitors felt safe. Our HIKERS were in strategic locations in and around Nijmegen. This way we were able to give route information to visitors, and if necessary, guide them to locations that were quieter. Visitors were also informed about lost children, weather forecasts, program announcements and the house rules.

- **Number of visitors: 1.600.000**
- **Systems: ICIS and HIKERS**
- **Duration of the event: 4 days**

**1.600.000**  
VISITORS



### Red Bull Knock Out 2018

A very heavy edition of the Red Bull Knock Out 2018: 1000 motocross riders start at the same time. They ride prone hard to defy the wild beach of Scheveningen to get hold of that coveted spot in the final...roooaarrr!

### Integrated Crowd Information System and live connections

MediaCows provided the Integrated Crowd Information System, with 12 HIKERS around the circuit, visitors were continuously informed about the event.

At the side events (including spectacular tricks with motorcycles and other demonstrations around the race) we provided a live connection so that the event was easy to follow for all visitors. In addition, we supplied various plasma screens.

- **Number of visitors: 70.000**
- **Systems: ICIS, HIKERS, plasma screens**
- **Duration of the event: 1 day**

**70.000**  
VISITORS

# SPECS & BENEFITS

- 1** The system responds to unexpected situations: within 2 seconds new content is displayed on all screens.
- 2** Every HIKER is resistant to windforce 12.
- 3** Every HIKER is equipped with an IP camera. In the control room it is shown in real time what content is running on each and every HIKER.
- 4** Each screen can be adjusted individually and in real time via our software tool. Examples of changes in content are: weather forecast, public transport, floor plan or the program.
- 5** The system operates on its own secure connection and is therefore not dependent on 4G masts or IP networks.
- 6** HIKERS are equipped with a battery pack so that the system remains operational for 4 hours in case of a power failure.
- 7** The system is user-friendly so that anyone can run the system in the control room.
- 8** The system has its own security system.
- 9** We have a lot of knowledge and experience in the field of crowd communication and crisis communication. We use the right tone of voice, the correct use of colours, pictograms and symbols. Furthermore, we are able to devise several possible emergency scenarios.

**CONTACT US FOR  
MORE INFORMATION!**



## CONTACT INFO

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