



60 GHz Directional Radio Ensures Trouble-Free Visitor Counting at IAA Munich 2021



“Due to the high transmission speeds, we were able to realize our planning perfectly. We can only recommend the system and tend to occasionally replace complex cable connections with directional radio in the future.”

LUKAS BALDISCHWIELER,
SENIOR SALES MANAGER,
EVOCOUNT GMBH

Overview

AT TRADE SHOWS, VISITORS HAVE BEEN COUNTED FOR YEARS. This is particularly interesting for companies in order to be able to put the general number of visitors in relation to the customer inquiries at their booth. For this reason, the number of visitors was also counted at the IAA Mobility 2021 in Munich - but this time with a new system of directional radios.

The Challenge

THIS YEAR'S IAA TOOK PLACE NOT ONLY INDOORS, but also in places in the city center. Due to this, many interference frequencies had to be expected during the transmission of the server data. Therefore, a technology was required that enabled a stable connection of the counting sensors as well as video cameras to the server. Another challenge was to provide a wired Internet connection under these conditions.

The Solution

THE SOFTWARE DEVELOPER EVOCOUNT GMBH was already familiar with the solutions from Cambium Networks, a provider of wireless technologies. These were therefore to ensure a secure and stable connection at the IAA using directional radio. EvoCount GmbH decided to install 60 GHz directional radios in the OpenSpace area. Seven spaces were thus networked using the cnWave V5000 and cnWave V1000 solutions. In order to cope with the difficult situation in the city centers, a controller with a fixed line was installed on each of these seven squares. In addition, due to the local conditions, Point-2-Point connections between two V1000s were installed in isolated cases, as it was not possible to establish a direct connection to the V5000.

The Results

CAMBIUM NETWORKS' RADIO RELAY SOLUTIONS made it easy to count visitors at the IAA. The stable and secure solution was quickly installed and performed well throughout the show. In addition, the 60 GHz spectrum held up even on rainy days and provided the organizers with continuous good connection stability..