

BEST FEATURE

# THE CROWDED PLACES DEMONSTRATOR

**UK SECURITY EXPO 2016** THE GLOBAL SECURITY SHOWCASE  
DESIGN | SECURE | RESPOND  
30 NOV – 1 DEC 2016, OLYMPIA LONDON



HM Government

“Live demos make a big difference... seeing product deployed by Security personnel rather than by Company executives, and in a simulated real setting, breaks through a barrier that conventional marketing tends to create. It also facilitates understanding of how the product may be relevant”

Philip Norman, Ross Robotics Ltd

## How Nineteen and Worth worked together

Protecting crowded places from terrorist threats is one of society's greatest security challenges and top of the agenda for government and security agencies. With this in mind we approached the Home Office and the Centre for Protection of National Infrastructure (CPNI), part of MI5, about creating an interactive feature area at UK Security Expo which would support this and provide an immersive and unique experience for visitors not seen at other trade shows.

### Three key objectives:

- To make the feature as real life as possible and for it to offer visitors an experience which would help them rethink the perceptions of securing crowded places
- To support the government's objectives of protecting crowded places and working with industry in partnership to support the UK security sector, specifically SMEs
- To demonstrate how a combination of new, innovative security technologies could work together and deliver a fully integrated end to end solution



ORGANISED BY

**Nineteen**  
EVENTS

PRODUCED BY

**WORTHEVENTS**

IN ASSOCIATION WITH

  
Home Office

  
Centre for the Protection  
of National Infrastructure

EXHIBITION NEWS AWARDS **BEST FEATURE AREA**



Following through the theme of protecting a crowded place, UK Security Expo itself and the venue became the crowded place. The feature started at the front door with a **screening** zone, following through to a **tracking** zone just inside the show and a **response** zone on the floor. The three areas needed to work in conjunction, showcasing new and innovative technologies, demonstrating what can be achieved to protect a crowded place outside of traditional screening. Following an extensive RFP, 24 companies were selected to participate based on capability of the product as well as being in line with government strategy to support SMEs.

This was a very complex feature with 3 interlinked zones and extensive logistical and technical requirements. Worth Events were selected as the supplier and they were briefed on the zones that we needed to create and the requirements of the 24 companies who would be providing products and technologies.

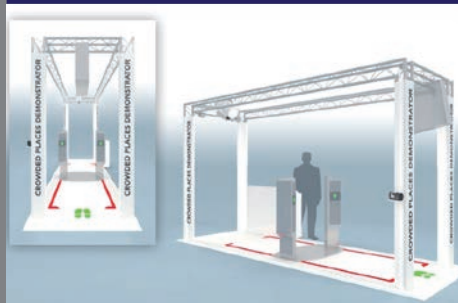
With only a one-day build, the installation of numerous items of highly complex technical equipment and the interconnectivity of the 3 zones via both wireless and cabled connections needed to be meticulously planned to ensure a smooth and trouble free completion ready for opening morning.

Involved in the project from the start, Worth Events attended site visits, produced various concepts based on the organiser requirements, attended meetings with the Home Office and CPNI in order to get a flavour for the topics, attended all planning meetings with the companies involved to get their feedback on the planned designs and adapted the concept for the feature in line with the complex technical requirements of the 24 companies. They also assisted in co-ordinating the individual companies technology and electrical requirement plotting and planning via detailed technical drawings to ensure that the limited build time was optimised but also to achieve the budget set for the feature and to ensure that we did not excessively order items such as electrics.

## Each of the 3 feature zones presented unique challenges

In the **Screen Zone**, the emphasis was on high volumes of people passing rapidly through innovative screening technologies with as little interference as possible. The aim was to demonstrate how a higher level of security can be achieved in crowded places such as Stadiums without hampering the throughput of visitors or being intrusive. Visitors were processed through the feature area quicker than in the traditional security channels of metal detectors and x-ray screening which was running alongside.

### SCREEN ZONE



The challenge for the **Track Zone** was to present a wide variety of technologies in a tight space. The area on the left was for viewing the screening technologies in a more relaxed environment. The

area to the right was configured as a control room where visitors could watch the resolution of various security incidents being staged in the Response Zone.

### TRACK ZONE



The challenge for the **Response Zone** was to design an environment that could be seen as any crowded place, so visitors could picture how the technologies demonstrated could be applied in their own business setting. We settled on a split between a transport and sports environment as a good balance. During the exhibition a number of real life scenarios took place delivered by specialist actors in the security sector and using innovative technologies including response robots. Public address systems explained what people

would have to do if this was a real situation. To make the experience even more interactive and informative visitors could watch the activity directly or by seeing how the incident was managed from the control room part of the Track Zone.

### RESPONSE ZONE

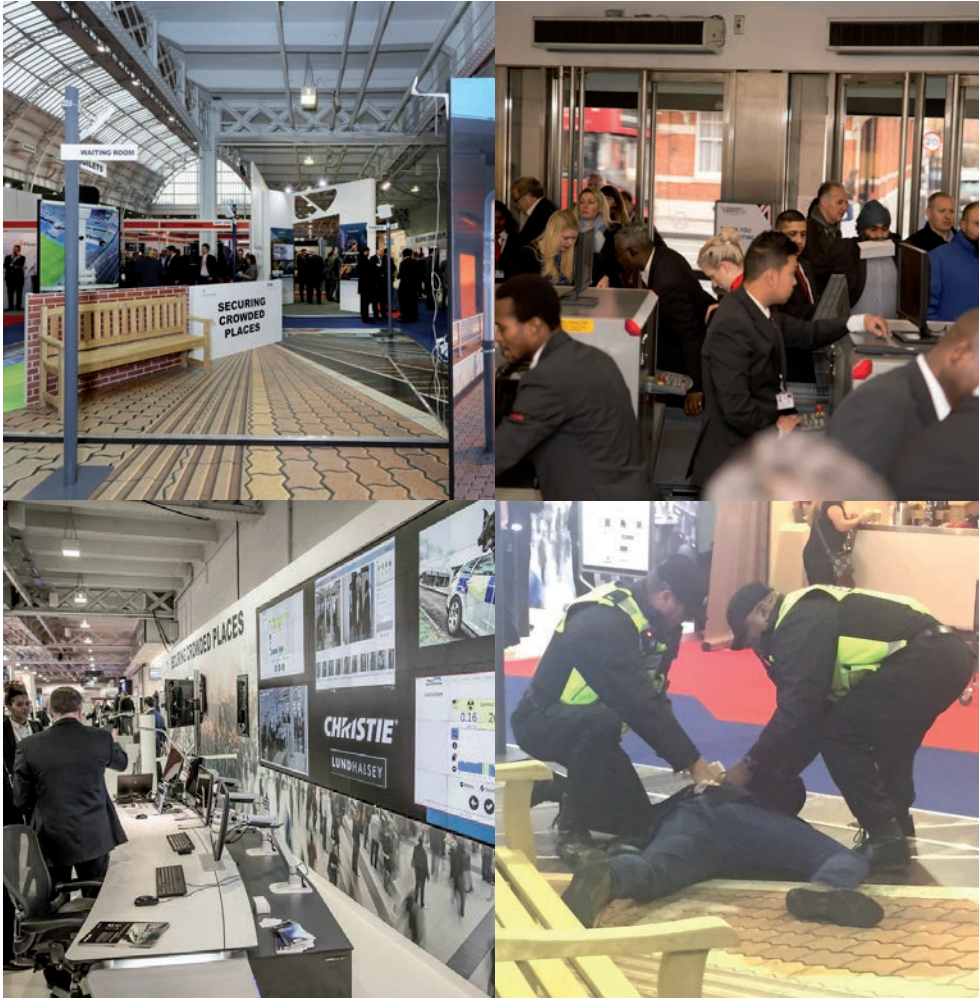


The final result was a highly visual, immersive experience. Graphics were used throughout to explain what the feature represented and extensive detail went into each of the 3 zones including facial recognition scanning in the screen zone, control room chairs and desks in the track zone and the use of stadium chairs and signposts in the response area to recreate a real life environment.

## Why the feature was such a success

A fundamental issue with innovative technologies is that it may not be immediately obvious how to use them to best effect. A key success of the feature was that we were able to demonstrate products from 24 companies in a real-life setting showing how they can be used as an alternative to traditional methods. Through the feature we were also able to meet government objectives by giving a platform to UK SMEs as well as other established companies.

Unlike many traditional show features which are often static displays, the feature actively encouraged visitor participation, allowing them to see the products in action in real life scenarios helping them to imagine how they can use cutting edge technologies in their own businesses.



- Olympia as the event venue provided realistic context, providing visitors with an opportunity to participate in an integrated experience from the minute they walked through the doors.
- Crowd screening and crowd tracking via a security control room allowed for the technologies to be viewed in a real time with live feeds from the screen area.
- Finally visitors went to the response area where role players acted out real time demonstrations of incidents occurring at a sports stadium and transport hub.

- **91%** of visitors rated the feature as excellent or good. As the feature was an integrated part of the entrance to the event, we guaranteed that every visitor would participate in the experience

- **Crowded Places** was voted as one of the top 3 concerns for visitors for 2017

*\*Independent research carried out by BIG*

- £60,000 revenue generated via the feature.
- Secured new exhibitors and sponsors for the exhibition because of their participation in the feature
- Cemented our relationship with the Home Office, CPNI and other government stakeholders
- We are the only organiser to work this closely with government to showcase such a breadth of technologies and secure funding from them

“ The feature was a great opportunity to bring our immersive theatre based scenarios to life against a background of cutting edge surveillance technology... It was a great experience and we look forward to an **encore!**”

**Brian Mitchell**, CrisisCast



Companies involved: CompEvolv, Digital Barriers, Qinetiq, Mass Spec Analytical, Integrated Design Ltd, Smiths Detection, Symetrica Security, FST, Proxdynamics, Ross Robotics, Secomak, Alleivate, Advanced Laser Imaging, Sciex, Lund Halsey, Christies, TSG, Rapiscan, Securitas, Sungard, PTS, Pervasaid, CACI and Crisis Cast.

## Summary

The key to a successful feature is the ability to see the products working in the most realistic setting as possible whilst engaging your audience. Creating that environment required imagination and sustained input. The feature showcased the art of the possible in the world of security at a time when we are facing immense challenges. It was a fantastic showcase of how innovative modern technology, the application of good design and the imaginative use of human resource can all combine to improve the security of a crowded place with minimum interference to people's lives and activities.

“ The feature area provided an immersive environment where visitors could experience the featured security solutions in a realistic context. It was great for us to show how our turnstiles become the hub for the integration of other technologies to provide a greater level of security in crowded places”

**Tony Smith**, Integrated Design Ltd

**Jo Mayer**, Marketing Manager, Nineteen Events,  
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