

# Case Study: The Tall Ships Races

THE TALL  
SHIPS RACES  
Helsinki 2024



How a Mass City Event Got Smarter with Signals Events

By Delicode

**Client:** [Events Helsinki](#) - Events organisation for the City of Helsinki

**Partner:** [Grano](#)

**Technology Provider:** Delicode – Signals Events

In July 2024, the City of Helsinki hosted The Tall Ships Races, one of Finland's largest open air public events, attracting hundreds of thousands of visitors to the South Harbour and surrounding waterfront areas. As part of the city's broader smart city initiative, Events Helsinki sought an accurate, real-time, and privacy-compliant method for crowd flows across the open event space.

To meet this need, Delicode's Signals Events platform was selected and deployed in collaboration with Grano, a long-term event services partner. A total of eight Signals units were installed across high-traffic entry points and event zones. The system was integrated quickly and required minimal setup, operating over grid power and 4G, with no dependence on Wi-Fi or camera surveillance.

Key Outcomes:

- 99%+ accuracy in visitor counts across open, outdoor zones
- Real-time footfall analytics and density visualisations via the Signals dashboard
- Dashboards used by event production and safety teams to monitor congestion during the event
- Post-event data used to support planning, safety, and logistics for future city events
- Fully privacy-compliant and GDPR-respecting, no personal data collected or stored at any point

This case demonstrated the effectiveness of LiDAR-based crowd analytics and monitoring in delivering actionable insights for large-scale public events without compromising individual privacy. The success of the Tall Ships Races pilot has opened the door for wider deployment of Signals Events in future festivals, civic gatherings, and smart city environments.

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*“The Tall Ships Races was one of the largest public events held in Helsinki in 2024. With Signals Events, we were able to deliver accurate, real-time visitor data to the event organisers supporting safety efforts and helping to manage crowd flow effectively. Despite the scale of the event, everything ran smoothly thanks to strong professional collaboration”*

— Pasi Osala, Key Account Manager, Grano.

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<p><i>Challenge</i></p>	<ul style="list-style-type: none"> <li>● Understand visitor movement patterns across multiple large event zones</li> <li>● Replace outdated manual or camera-based counts with real-time, anonymous data</li> <li>● Evaluate the reliability and efficiency LiDAR sensors in a dense urban environment</li> <li>● Generate accurate post-event data to guide future crowd and logistics planning for Events Helsinki</li> </ul>
<p><i>Solution</i></p>	<ul style="list-style-type: none"> <li>● 8 Signals units were installed across key locations</li> <li>● The system was seamlessly integrated into the event infrastructure with minimal setup</li> <li>● The sensors operated on grid power, data was transmitted over 4G</li> <li>● Real-time analytics and crowd density maps were delivered through the Signals dashboard</li> </ul>
<p><i>Results</i></p>	<ul style="list-style-type: none"> <li>● 99% accuracy in people counts across wide open event space</li> <li>● Real-time dashboards used by production and security team to monitor footfall and congestion</li> <li>● Post-event insights directly informed planning and safety strategies for future city events</li> <li>● No privacy concerns – fully GDPR-free data collection</li> </ul>

## Reach Out

Contact us today to schedule a demo to experience the power of Signals Events. Let us help you create safer and more engaging events.

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