Customer Snapshot

Waterfront Mall, Dubai understands its customers



The Waterfront Mall in Dubai is the largest whole sale market for fresh fish, meat and other produce. It is important for the management of the mall to understand their customer behaviour so as to serve them better.

Data Analytics

The primary objective of their system is to understand how customers wander through the mall, the paths they take and how long they spend in each area. This enables the vendors in the mall to better understand the traffic flows and make decisions on realtime data.

Crowd Management

iOmniscient's unique crowd management capability allows the mall to understand where the crowds are (even when the crowd is stationary). This enables them to use real time digital marketing to attract the crowds to move to where they want it to.

Customer Snapshot



Evacuation Management

At a busy time, there can be thousands of people in the Mall. In an emergency, the Mall has to be able to know exactly how many people are in their facilities so that they can be evacuated. Despite their huge floor space they cannot afford to allow a single individual to be left behind. For this they use iOmnsicient's Evacuation Management system which provides them with extremely accurate information on the number of people within their facilities at any time.

iOmniscient has a strategic partnership with Du in Dubai and Du acted as the Systems Integrator for this project taking responsibility from concept design to implementation. Mohammed Shafi, Technical Project Manager for Du commented that, "it is satisfying to see customers who are happy to have a system that fulfils their expectations. The iOmniscient system addressed many different requirements for the customer".

About iOmniscient: iOmniscient is the world's oldest video analytics company having pioneered the use of Artificial Intelligence for Computer Vision before it became fashionable. It has implemented systems in over 60 countries and its technology is protected by over 70 interlocking patents

The company's focus is on addressing customer problems by solving entire use cases and its systems minimize the infrastructure required to the point where it can be less expensive to implement an Intelligent system from iOmniscient than one with lesser intelligence.

iOmniscient's IQ-Retail Suite of products provides a comprehensive Data Analytics, Safety and Security

Customer Snapshot

Other Customers who have tasted IQ-Retail:



Yves Rocher, Thailand



Mall of Qatar



Dubai Mall

Customer Snapshot

Paradigm Mall, Malaysia





Sodimac Mall, Mexico

Rouse Hill Mall, Australia



Customer Snapshot

ENCO Mall, Bangkok

