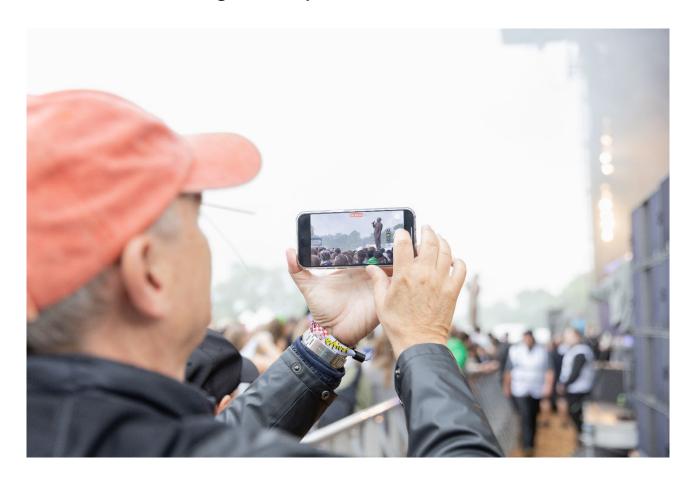Hospitality Case Story – Jelling Music Festival

Crowd safety and fire prevention are orchestrated with Milestone video tech

Attending music festivals should be both fun and safe. In the town of Jelling in Denmark, a smart video system was installed with cameras at the entrances, stages, and across two campsites. The visual technology assists security and first-aid staff as extra eyes, enabling them to manage crowd control and fire prevention when 40,000 fans gathered to hear 100 bands during the 4-day event.

Customer
Jelling Music Festival (JMF)

Milestone Tech
XProtect Corporate video management software (VMS), XProtect Smart Wall and XProtect Smart Map

Integrations
SAIMOS analytics for people counting, BriefCam for fast review and response, LPR for traffic control

Location
Jelling, Denmark

Camera count
60 mixed brands and models, including thermal for smoke and fire detection

Partner
n/a

Challenge

Crowds and fires must be controlled

As the first music festival of the year in Denmark, Jelling takes the lead chronologically and practically. They are in the spotlight for their industry, to ensure a safe and efficient environment for the 40,000 fans who stream into town for a long weekend of songs, partying and camping.

A lot of equipment and staging had to be built and installed in a short time before the fun could begin. JMF had strong focus on crowds at the entrances and moving around between the stages, food and drink stalls or campsites. In front of the stages are the 'pits' where people density is kept under control: JMF keeps an eye on the crowd dynamics.

People can be overcome by sun, heat, dehydration, alcoholic or other substances - even get a heart attack. First responders need instant communication and alerts on such incidences, for the staff to manage quickly.

Campfires are forbidden, to avoid wildfires in dry weather, so the monitoring system is key for catching smoke and flames anywhere on site. The previous watchtowers built for staff to try and see over all the crowded areas were not efficient.

Solution

Cameras and software tuned up

Sixty cameras were installed around the festival site. A central Command Truck was outfitted with the latest version of Milestone XProtect® video management software, to display streams from all the cameras, in a combined mode, by defined groups or in rotation.

The VMS manages the operators using the system, their access and shifts or camera locations. Roving staff can use XProtect® Mobile client with Video Push to stream video back to the central Command Truck, if no camera view is available.

XProtect® Smart Client has Smart Map functions for overview of all device locations, and video analytics from Milestone Technology Partner SAIMOS provide people counting to manage even in crowded areas, from entry queues, to mosh pits and campsites.

Result

Safe and secure

Beyond providing security surveillance, the seamlessly integrated video software from Milestone and SAIMOS made the cameras even smarter. An example is to more accurately count how many people enter the grounds and gather around the stages - especially in the pits right in front of the stages.

"Good enough is just not good enough! The safety of the audience, guests and staff must be first class."

– Peter Tanghus,
Head of Security,
Jelling Music Festival

◆ milestone

A special camera on a crane above the main music platform gives the stage supervisor a high-resolution aerial view into the pit, to see the crowd size and movements at all times. These enables being proactive about any developments brewing there, and to douse them before they can spill over.

Likewise, preventive uses are now possible with new thermal cameras that register both smoke and fire detection. They can alert to heated objects or areas where a person may have accidentally set something on fire, or did not know about the no-campfire rule. With the thermal cameras looking out, JMF has switched out the guards and are monitoring more reliably; the previous watchtower staff are now available to address activities on the ground.

JMF is now working on a custom, front-end traffic integration with License Plate Recognition (LPR). This will help them better control car parking and truck deliveries – not least for the bands with all their equipment. This will convert the current manual permits to a digital booking system that is much more flexible and reliable for the vehicle access verifications.

Fast alerts for first responders

As a non-profit, JMF could not be a success without the 6,000 volunteers who help keep the operations in sync. It's like a small city unto itself with all the facilities in action at once 24/7. Local police, health caretakers, firefighters and 'pre-hospital' ambulances wait at the ready on site and in the nearby town. A mini hospital also is set up at the festival. With two divisions – one for Crowd Safety and the other for First Aid – concert goers are assured care.

Several JMF operators are solely responsible for radio communications with the first responders and police. Whether an incident is happening inside or nearby outside the festival grounds, the central Command Truck staff monitor it on the XProtect® Smart Wall, zooming in on details. Here they can also use the Smart Map functions to pinpoint the precise location to dispatch aid right away.

"It's exciting that we can also use a big event like Jelling Music Festival for development of the technology. We collaborate with video tech experts to have new safety solutions, and other event organizers are taking notice."

– Kim Andresen, Technical Chief for JMF and Senior Solutions Engineer at Milestone Systems

Milestone XProtect also has integrated BriefCam analytics software that can monitor people flow and direction, among other identifiers. With the Review and Response modules, festival staff are able to search volumes of data in just minutes for fast resolution of issues. After the event, such data is insightful to perform evaluations of the business intelligence, to improve operations continually.

Sharing knowledge cross-industry

The Jelling Music Festival works in partnership with the Roskilde and Skanderborg 'Smukfest' events, which take place in July and August. They are among the three biggest festivals in Denmark, and they are all non-profit.

"Everything we do, we try to share and learn from each other. We align a lot and visit the sites. The others look at what we are doing with technology to see if they can gain from some of it. And we also learn from them."

– Peter Tanghus,
Head of Security, JMF

Recognize the challenges?

Do you also need to see what is happening on your premises, so you can respond in time?

Get in touch with us at milestonesys.com/book-a-demo/ and let's talk about what type of solution is right for you.

About Milestone Systems

Milestone Systems is a world leader in data-driven video technology used in industries as diverse as manufacturing, airports, law enforcement, retail, and traffic management. We provide a clear picture of how to create a safer, better and more prosperous world. Our XProtect video management software, BriefCam AI-powered analytics, and Arcules cloud VSaaS help our customers learn from the past, understand the present, and predict the future. Founded in 1998 and headquartered in Copenhagen, Milestone employs more than 1,500 people worldwide and has been an independent company in the Canon Group since 2014.
Visit milestonesys.com for more information.