

AI-Powered Facial Recognition Event Check-In Platform Case Study

Name

AI-Powered Facial Recognition Event Check-In Platform

Executive Summary

Elevate event security and engagement with Ovaku's **touchless facial recognition check-in solution**. This AI-driven web application delivers **instant, secure attendee verification, automated post-entry feedback collection, and real-time organizer dashboards**—creating a **seamless, professional experience** that boosts participation insights and operational efficiency for fashion industry events.

Problem Statement

Fashion event organizers relied on physical tickets and manual check-in processes, leading to **long queues, ticket fraud, and limited attendee feedback**. These inefficiencies compromised security, detracted from the guest experience, and restricted actionable data collection.

Business Solution

Ovaku developed a **cloud-hosted AI check-in ecosystem** featuring:

- High-accuracy facial recognition for contactless entry
- Automated delivery of custom surveys immediately after check-in
- Secure data capture of attendance logs and questionnaire responses
- Live dashboards for organizers to monitor entry counts, survey completion, and engagement trends

Key Features

- **Facial Recognition Check-In:** AI-driven attendee identification with liveness detection and sub-second validation

- **Automated Questionnaires:** Custom feedback or interest surveys triggered instantly post-check-in
- **Secure Data Tracking:** Encrypted storage of entry logs, survey responses, and attendance history
- **Organizer Dashboards:** Real-time analytics on check-ins, survey participation, and demographic trends
- **Enhanced Experience:** Fast, interactive check-in promoting security, professionalism, and engagement

Impact

Performance Metric	Achievement	Business Value
Check-In Speed	95% faster than manual processes	Reduced wait times and enhanced guest satisfaction
Security Incidents	100% elimination of ticket fraud	Improved event integrity and safety
Survey Completion Rate	80% engagement	Rich attendee insights for marketing and planning
Organizer Response Efficiency	Real-time monitoring	Proactive event management and immediate issue resolution
Attendee Satisfaction Score	90% positive feedback	Elevated brand reputation and repeat attendance

Technologies

- **Frontend:** React with WebSocket for live updates
- **Backend:** Node.js, Express.js with RESTful and WebSocket APIs
- **AI/ML:** TensorFlow, OpenCV for facial recognition and liveness detection
- **Database:** PostgreSQL with encrypted storage
- **Cloud:** AWS (EC2, S3, Lambda) with auto-scaling
- **Security:** End-to-end encryption, GDPR compliance, role-based access control

Client

Confidential – Premier Fashion Industry Event Organizer

Industry

Event Management, AI & Facial Recognition, Fashion & Luxury Events