What is SwarmPolling®?

SwarmPolling is a worldwide unique event technology which makes it possible, in the shortest time, to conduct live polls, get feedback or make decisions in large groups. Special feature: The participants give their responses to the system in a manner similar to a hand signal, i.e. by actively holding up signaling discs (SwarmPads). The results are available in real-time and can be integrated directly into the other events.

How is SwarmPolling used at events?

Each participant is given a reflector (SwarmPad) with which he/she can vote.

The system can evaluate yes/no, multiple-choice and even scaling questions.

SwarmPolling is suitable for events with 100 to 10,000 participants.

How does SwarmPolling work?

Light sources send infrared, non-visible light in the direction of the participant. Everyone decides, with the aid of his/her reflector, whether a ‘yes/no’ or a ‘now’ signal should be sent.

The light will either be reflected at this moment or not and is captured by special cameras and summarized by a computer system to make a swarm signal. Up to four spatial regions can be evaluated separately.

Guido Heitmann
Team-Manager Corporate Communications
E-Plus Mobilfunk

“Due to the SwarmWorks methodology we were in a position to enable a dialogue in real-time between the speakers and 300 managers – great!”
What is SwarmPolling mainly used for?

**Enliven presentations**
Questions engage the participants. Sprinkle presentations with questions or ask for the participants’ assessments of specific issues in the run-up and then refer to them in the presentation.

**Flexible**
SwarmPolling can display the most varied of question types, from yes/no questions, to multiple-choice to scaling questions. Spontaneous questions arising from the live situation can also be immediately asked and answered.

**Fast**
Due to the optical capture, thousands of signals can be evaluated in fractions of a second.

**Big**
Even just with 100 participants or more, SwarmPolling can be an innovative alternative to the traditional voting systems. In very large groups, SwarmPolling really shows all its strengths and potential.

**Fast, quantitative feedback**
The quick gathering of knowledge and opinions from those in the room to which an immediate reaction can be given and which can serve as a basis for further discussion.

**Interactive Quiz**
An interactive quiz can be organized with up to four groups in a room in order to recall previously learned knowledge and to help the participants anchor that knowledge.

**Invisible**
Our systems work with invisible ultra-red light which does not interfere with the atmosphere or design of the room.

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We will be pleased to advise you –
Please contact us, we look forward to hearing from you!

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