

Hytera PoC Solution Connects 7,000+ Users Across 83 Sites During Hajj 2026 in Saudi Arabia



Introduction

The annual Hajj pilgrimage to Mecca in Saudi Arabia attracts over one million people, so ensuring the safety and security of visitors is a major undertaking. Hytera partner Nidaa Specialized Company was brought in to supply PoC two-way radio solutions including as many as over 7,000 units of radios to a number of entities at Hajj 1447H. This delivered a highly efficient, highly available service, which ensured key teams—such as security, operations management, emergency response, field coordination and logistics—could respond quickly, and enabled efficient multi-team coordination. The service received a 98% customer satisfaction score from end users.

The Background

Hajj is an annual Islamic pilgrimage to the holy city of Mecca in Saudi Arabia. Pilgrims perform rituals at various sacred sites in and around

Project Name

Hajj 2026 Communications Support

Partner Name

Nidaa Specialized Company

Start Date/End Date

May 2026

Location

Kingdom of Saudi Arabia

Industry

Mega event

Product

PNC360S PoC Radio

PNC380 PoC Radio

MNC360 Mobile PoC Radio

P50 Industry Intelligent PoC Radio

P50 Pro Industry Intelligent PoC Radio

Hytera Dispatch system

Mecca, including Mina, Mount Arafat and Muzdalifah. In 2026, Hajj 1447H took place from 25-30 May attended by a total of 1.7 million pilgrims. For the Saudi government, crowd control, security and looking after the safety of everyone involved is of paramount importance given the huge numbers of people involved. It is essential that those managing the Hajj have access to reliable communications to ensure the smooth running of events, maintain security and enable key teams to respond quickly whenever needed. Hytera partner, Nidaa Specialized Company, provided Push-to-Talk over Cellular (PoC) devices to many entities helping to organize Hajj 1447H.

The Challenge

Stable and highly available communications were essential as critical incidents require instant alerts, clear instructions and error-free transmission, so any delay, dropped call or miscommunication can directly affect on-site response. Multi-team coordination was also very important, as the dozens of teams operating in different areas required access to one unified, resilient, interoperable system to share situational awareness, dispatch resources and request support.

The Solution

Nidaa Specialized Company, an important Hytera partner in the Middle East, deployed an integrated portfolio of professional wireless communication devices from Hytera, designed to support reliable communications during large-scale events. Devices included the PNC360S, PNC380, P50 and P50 Pro handheld devices and MNC360 mobile radio. More than 7,000 two-way radios were provided to 48 beneficiary sectors or entities at 83 operational sites during Hajj 1447H with the network delivering 99.8% service availability.

The two-way PoC radio communication devices were used for operations management and field coordination. This contribution enhanced communication efficiency among operational teams, supported the rapid exchange of information, and facilitated timely decision-making during the exercise. It also helped strengthen the readiness of participating organizations and improved field coordination in preparation for serving the Guests of Allah during the Hajj season.

The Benefits

Highly Reliable Communications

The PoC network supported more than 7,000 active users and delivered over three million PTT calls. The network clocked up 2,184 operating hours, recording a 98% customer satisfaction score.

Faster Response

Real-time communications accelerated field response and dispatch, improving incident outcomes.

Better Coordination

Clear group communications gave teams stronger situational awareness and more effective resource distribution.

Improved Safety

Emergency alerts and instant communication made field staff safer during operations.

Products

- PNC360S PoC Radio
- PNC380 PoC Radio
- MNC360 Mobile PoC Radio
- P50 Industry Intelligent PoC Radio
- P50 Pro Industry Intelligent PoC Radio
- Hytera Dispatch system



Scalable Capacity

The system readily handled the large number of users and traffic during peak Hajj periods.

Conclusion

The PoC solution and devices demonstrated outstanding service stability and operational performance, as well as achieving a very high level of user satisfaction. The critical communications solutions provided by Nidaa Specialized Company played a vital role in supporting field operations with outstanding efficiency and reliability around the clock. This ensured seamless communication among operational teams across all service locations.

Customer Testimonial

"The Hajj season 1447 AH marked an exceptional phase in Nidaa Specialized Company's journey. From the early planning stages, our teams enhanced operational and technical readiness, supported by Hytera's reliable solutions, responsive support, and close partnership. This helped us address peak-period challenges, maintain uninterrupted business continuity, and deliver fast, efficient services. We thank Hytera and all partners for their role in this success and remain committed to continuous improvement for future seasons."

—Khaled Al-Madresi, CEO, Nidaa Specialized Company



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