Capacity Management Technology

that counts people to help monitor

and maintain social distancing

NOW**SIGNAGE** ▶

Safeguard your customers by tracking the number of people entering or exiting your premises in order to monitor capacity and maintain social distancing.

A collaboration with leading technology partners to provide an effective way to manage in-store capacity during and after the Covid19 crisis. Control the flow of customers at entrances via customer-facing screens visualising exactly when it is safe to enter a location, or when maximum capacity has been reached.

Installing a 'people counting sensor' on your entrances and exits will provide an accurate live data stream to help you make informed and decisive decisions. NowSignage can aggregate real-time data across single or multiple entrances and even display a real-time numerical value of the total number of people in any given location at one time.

Regulating the flow of people is now more important than ever, and it is your responsibility as a business to regulate this in order to ensure the safety of your staff and customers. The technology can be applied to several industries, including retail, real estate, transport, public service, tourism, etc.

PHILIPS

Philips D-Line Display or a CRD50 OPS Module.

HIKVISION

Hikvision Dual lens People Counting camera, DS-2CD6825G0/C-I(V)(S)

NOW**SIGNAGE**
Digital Signage Software

Welcome
You may now enter.
Please keep 2m apart.

98
Live capacity

120 - Maximum capacity

03/04/2020
16:47

5 reasons to choose NowSignage PeopleCount

As many solutions start to flood the market, it can be difficult to filter out all the noise to avoid implementing an unsuitable solution, or even worse one that is not fit for purpose. At NowSignage we believe that security, quality and price should not be compromised.

Below are 5 reasons why you to choose NowSignage PeopleCount (in partnership with Philips PDS and Hikvision) for your retail store, over the other more basic traffic light solutions on the market:

1. Single entrance or multi entrance

Group your people counting sensors to provide a live capacity count of customers in your store, automatically calculating across single or multiple entrances.

2. Data-driven reporting and insight

The real long-term value for the retailers is in the data available to its marketers. Due to the full integration developed by NowSignage, retailers can track, analyse and export reports containing all customer data, to better understand capacity trends.
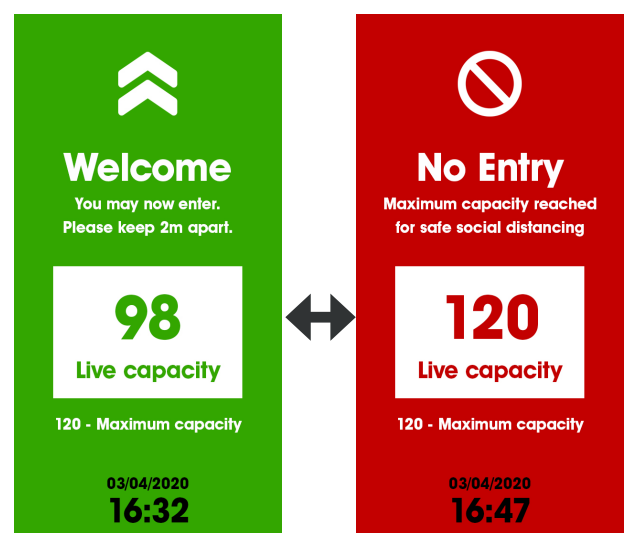
3. Flexible multi-zone layouts

Using the advanced multi-zone layouts available in NowSignage, retailers can utilise their entrance screens for multiple purposes. In fact, you could even use your PeopleCount data to change your advertising/messaging accordingly. This invaluable insight gives this solution longevity far beyond the immediate future.

4. Superior security and compliance

Don't run unnecessary risks associated with non-compliant solutions. NowSignage maintains and implements an array of robust and programmatic tests, encrypting all data to ensure full GDPR and security compliance.
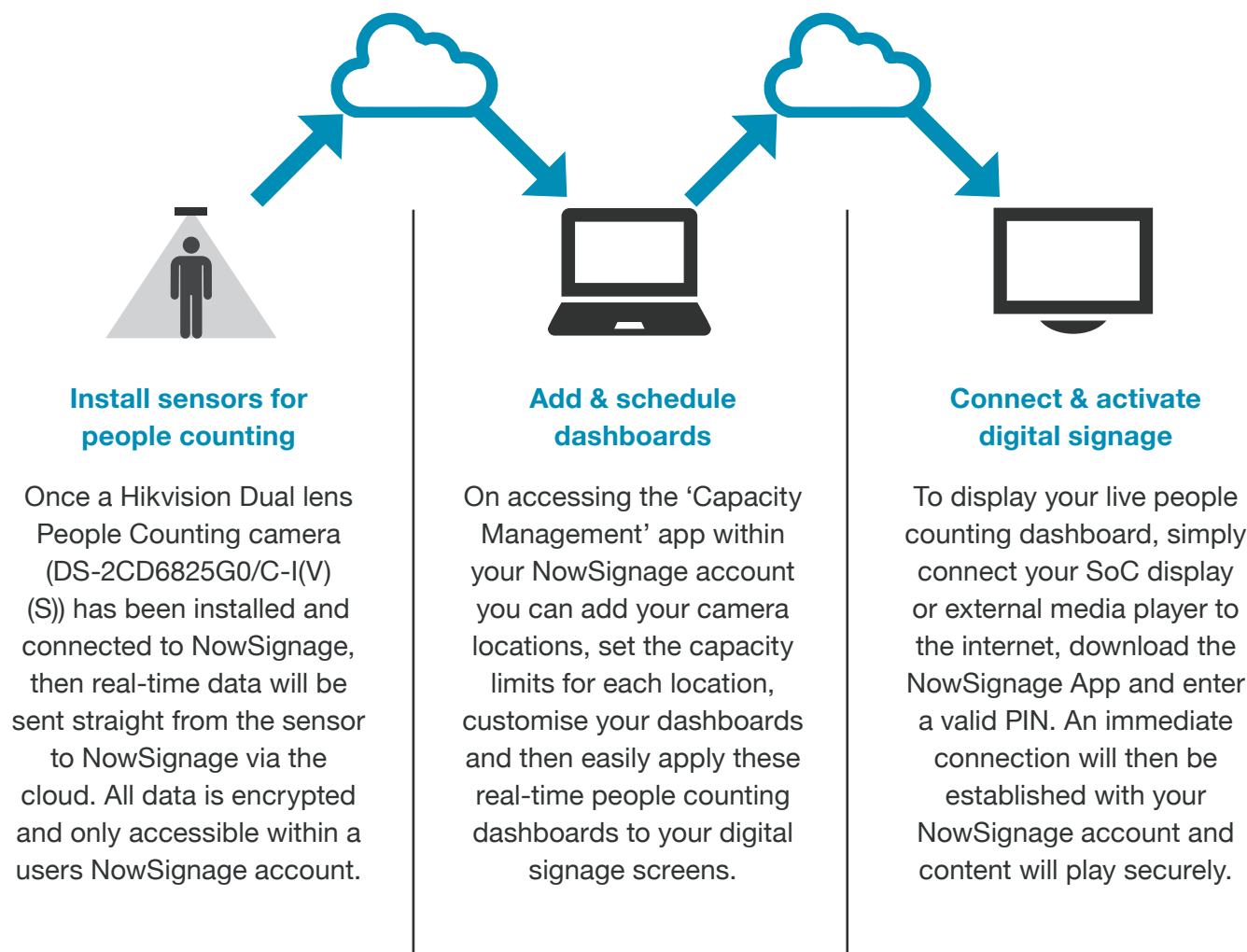
5. Choice of designs and customisable templates

Design your own PeopleCount dashboards with colour coding, dynamic data inputs and personalised messaging to ensure your digital signage is on-brand. You can even set capacity limits and schedule your digital signage to display different dashboards dependent on how many people are in your venue/store.

Welcome
You may now enter.
Please keep 2m apart.

98
Live capacity

120 - Maximum capacity

03/04/2020
16:32

No Entry
Maximum capacity reached
for safe social distancing

120
Live capacity

120 - Maximum capacity

03/04/2020
16:47

Secure cloud-based solution with real-time data

The NowSignage platform is used by some of the world's biggest brands and as such security and compliance is held in the highest regard. NowSignage pride themselves on maintaining and implementing the correct and latest security processes across all aspects of their platform.

Install sensors for people counting

Once a Hikvision Dual lens People Counting camera (DS-2CD6825G0/C-I(V)(S)) has been installed and connected to NowSignage, then real-time data will be sent straight from the sensor to NowSignage via the cloud. All data is encrypted and only accessible within a users NowSignage account.

Add & schedule dashboards

On accessing the 'Capacity Management' app within your NowSignage account you can add your camera locations, set the capacity limits for each location, customise your dashboards and then easily apply these real-time people counting dashboards to your digital signage screens.

Connect & activate digital signage

To display your live people counting dashboard, simply connect your SoC display or external media player to the internet, download the NowSignage App and enter a valid PIN. An immediate connection will then be established with your NowSignage account and content will play securely.
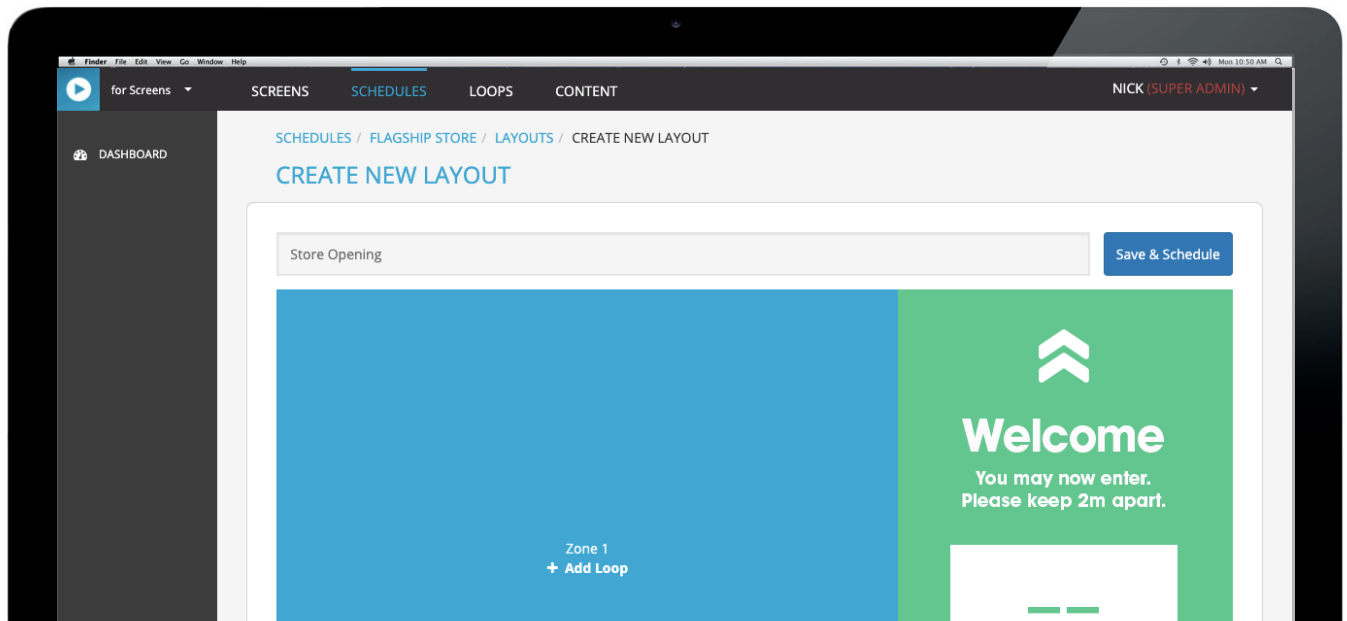
Will PeopleCount be redundant post COVID-19?

It is correct that many people counting solutions on the market only offer limited traffic-light functionality that meets current customer-flow requirements. These solutions only provide value when there are restrictions on venue capacity and make them difficult to justify the cost against reward.

NowSignage is different in every way! Not only do we provide the most advanced way of tracking customer-flow, but we also stores every real-time number count, both of which provide tremendous value to the end-user and give clear ongoing ROI.
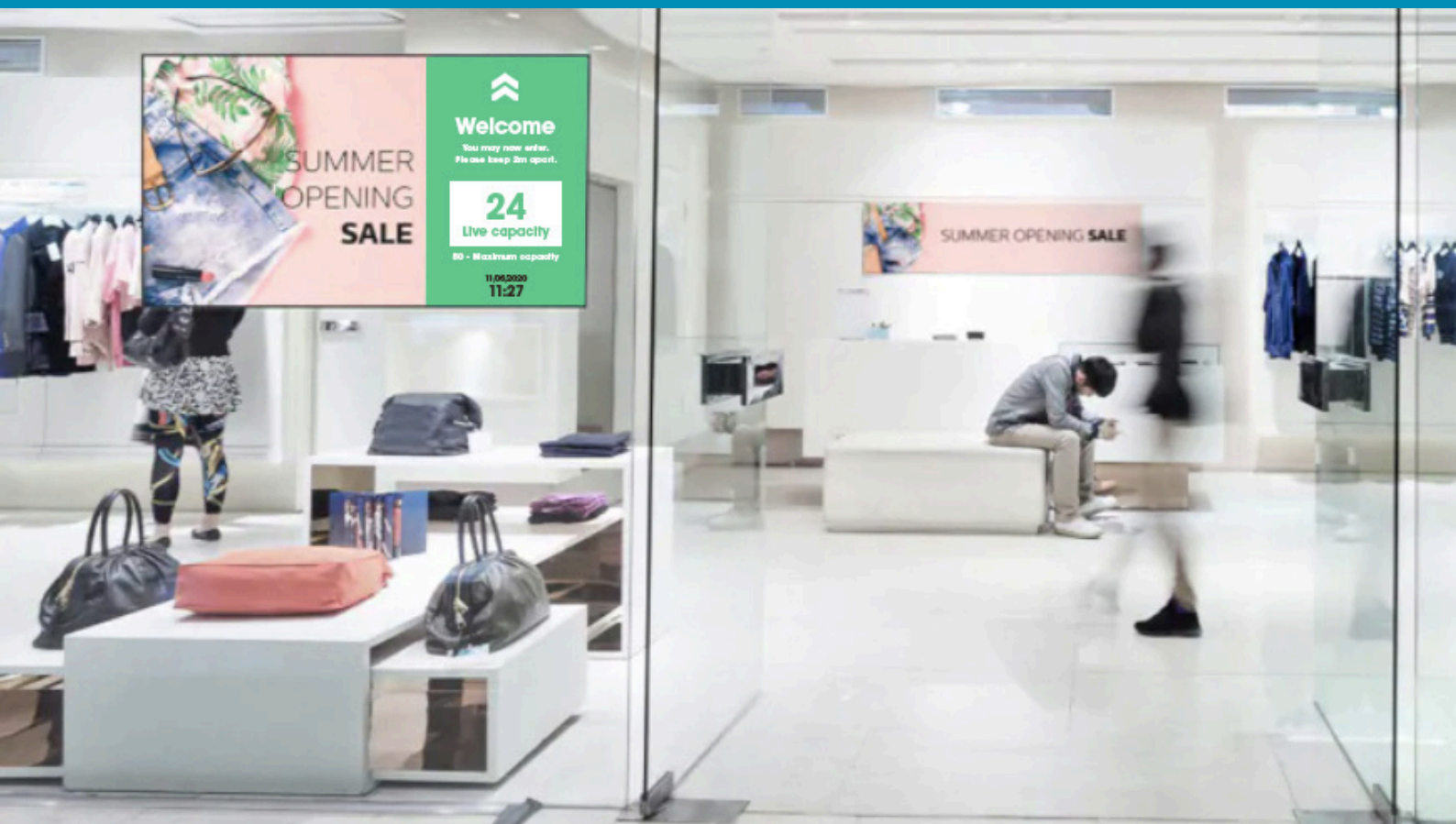
This data can be used by business analysts to provide data-driven insight, or even exported to create store/customer trend reports, helping marketeers to understand when their store is most busy and then change advertising content on their Nowsignage digital signage screens accordingly.

Gain customers by giving them confidence

With new legislations in place to ensure a safe shopping environment, implementing the NowSignage PeopleCount solution will ensure compliance and welcome shoppers back to your store.

Tom Ross, Commercial Director at NowSignage *"We are living in some unusual times and it is the responsibility of businesses to regulate flow to ensure the safety of staff and customers. Businesses therefore need to adapt accordingly and, crucially, very quickly. We have the most robust solution on the market to promote safe shopping and give your customers confidence"*
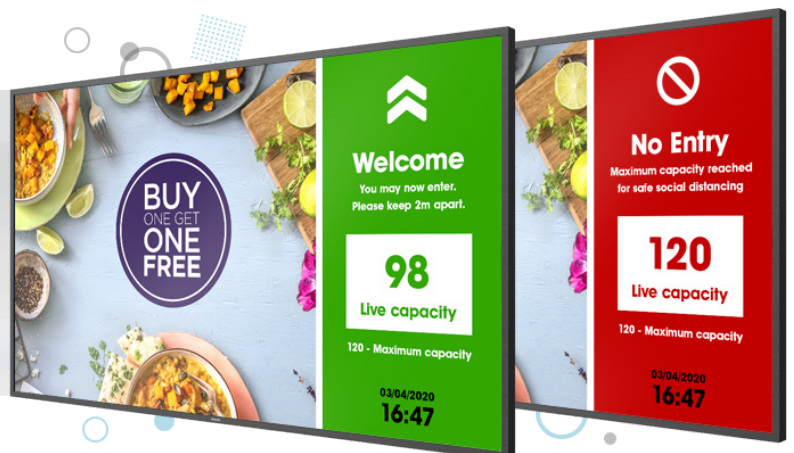
Our COVID Solution Customers

Capacity Management Customers:

NowSignage are the only solution on the market that has been developed to offer a full integration between a people counting sensor and an digital signage CMS. This means our customers are able to display footfall dashboards within the context of other digital signage content on screens.

More COVID Solution Customers:

Case Study:
INTO University of Exeter protect students by investing in capacity management digital signage

With more than 23,500 students from 130 different countries, Exeter is a truly international university. As students and staff return to the campuses of Exeter for the beginning of the new academic year, INTO University of Exeter has strived to ensure robust measures have been put in place to ensure teaching, study and social spaces are COVID-19 secure for students. With the health and wellbeing of students taking overriding priority, the University of Exeter has worked hard over the summer to ensure that all of its campuses are equipped with COVID-19 secure solutions.

Real- time capacity management

Working with our trusted AV partners, NowSignage has delivered a capacity management solution that counts people entering campus buildings to regulate the number of people allowed in that given space, in line with governmental restrictions. Regulating the flow of people is a government requirement, and it is the university's responsibility to monitor this in order to ensure the safety of both students and staff.

To deliver this solution, the NowSignage Capacity Management app communicates with a Hikvision dual-lensed camera and then harnesses the power of a Philips PDS android SoC displays, to visualise the live capacity count on screens located at the building entrances. Installing a 'people counting sensor' on your entrances and exits will provide an accurate live data stream to help you make informed and decisive decisions. NowSignage can aggregate real-time data across single or multiple entrances to display a real-time numerical value of the total number of people in any given location at one time.

Tom Ross, Commercial Director at NowSignage: *"We are living in some unusual times and it is the responsibility of universities to regulate flow to ensure the safety of students and staff. Universities therefore need to adapt accordingly and, crucially, very quickly. We have the most robust solution on the market to promote a safe environment and give your students confidence."*

Wherever students are, in the current climate and into the foreseeable future, the requirement for safer social distancing is a new reality. Whether in a lecture theatre, a library, or a common room, managing the number of people on premises has never been more important.

Use capacity data to improve student safety on campus

One of the major benefits of the NowSignage Capacity Management solution is the way that people counting data can be exported as reports for in-depth analysis. Using this data provides universities with the necessary insight to understand the attendance rates and flow of students around campus. For example, this is helping the University of Exeter understand what number of students are attending their campus buildings, so they can understand which facilities are not being used or those that are being overused. This in turn, enables the university to adapt regulations to adjust the flow of students around campus spaces.