

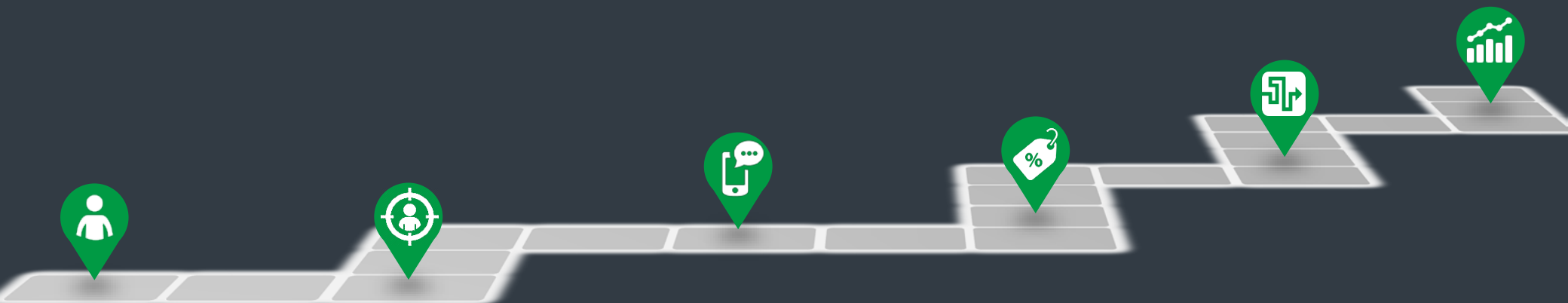
BlueSense

Behavioral Analytics Solutions

BlueSense

BlueSense is a solution that makes it possible to determine how people move through buildings or venues in real-time. Using smart sensors the real-time position and movement of people are calculated. These data are combined with other data (i.e. sales, demographics), yielding valuable and actionable insights into customer behavior and the use of real estate. This allows for greater customer satisfaction and increased sustainability.

Current applications of BlueSense include: optimizing composition and layout of retail stores and shopping malls, real-time crowd management in football stadiums and train stations, and optimizing office space utilization.



In order to collect data, BlueSense can use existing infrastructures or proprietary BlueSense sensors with mobile data connectivity.

Our predictive analysis engine was built by the world's leading data scientists (former CERN). It employs simulations (i.e. Monte Carlo) to optimize for different scenario's and uses machine learning to improve results and enable predictions.

The BlueSense analytics engine runs on the Open Source big data platform KAVE. This industry standard platform allows for easy integration of additional internal and external data sources and enables real-time analysis of infinite amounts of data.

In order to respect the individual and be fully compliant with privacy legislation, raw data are anonymized and sent to Trusted Third Party (TTP).



Data from mobile devices and sensors



Interactive and user friendly dashboards



Real-time and predictive analytics



Integration of internal and external data



Anonymized data through Thrusted Third Party



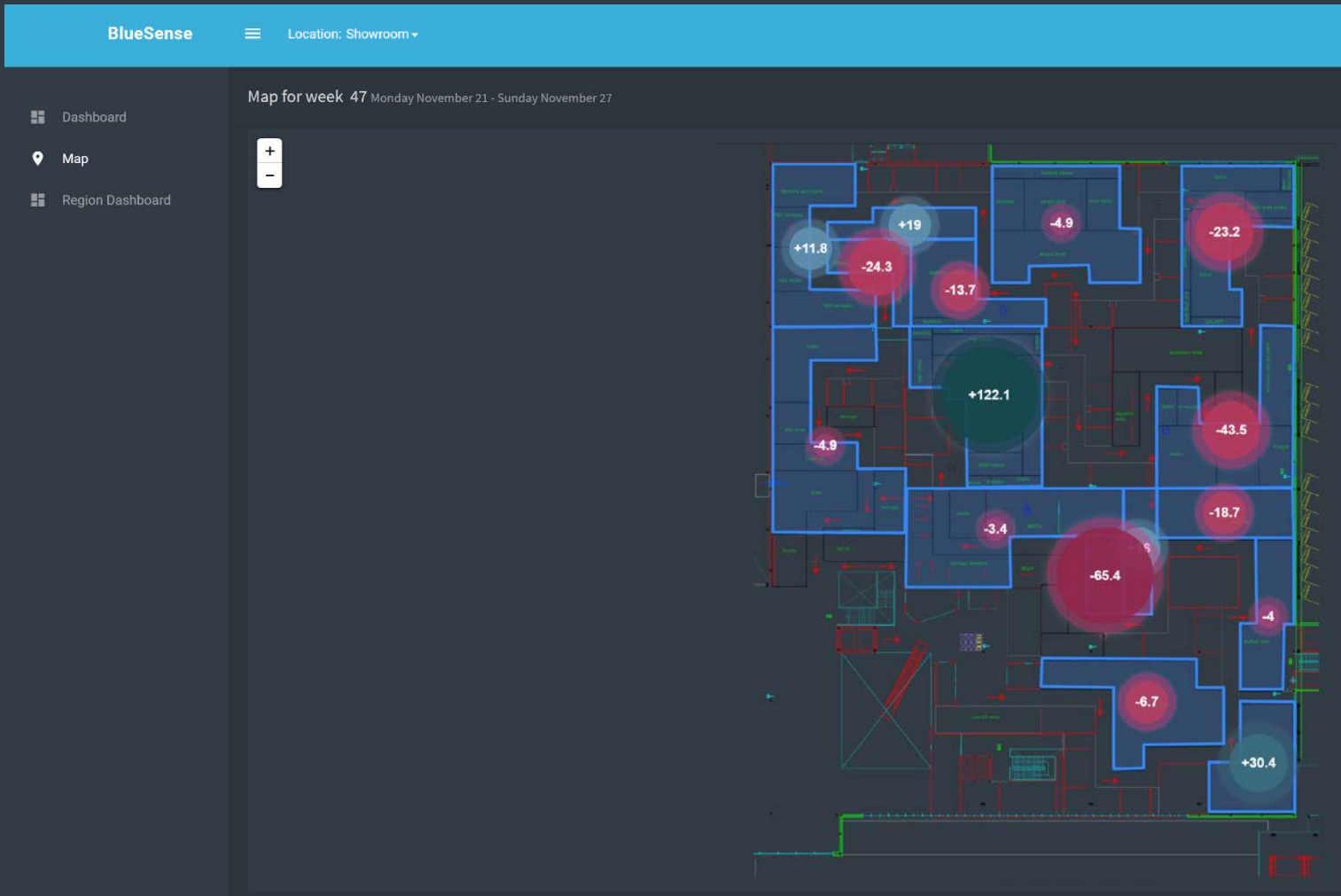
Real-time customer interaction

Dashboard: heatmap



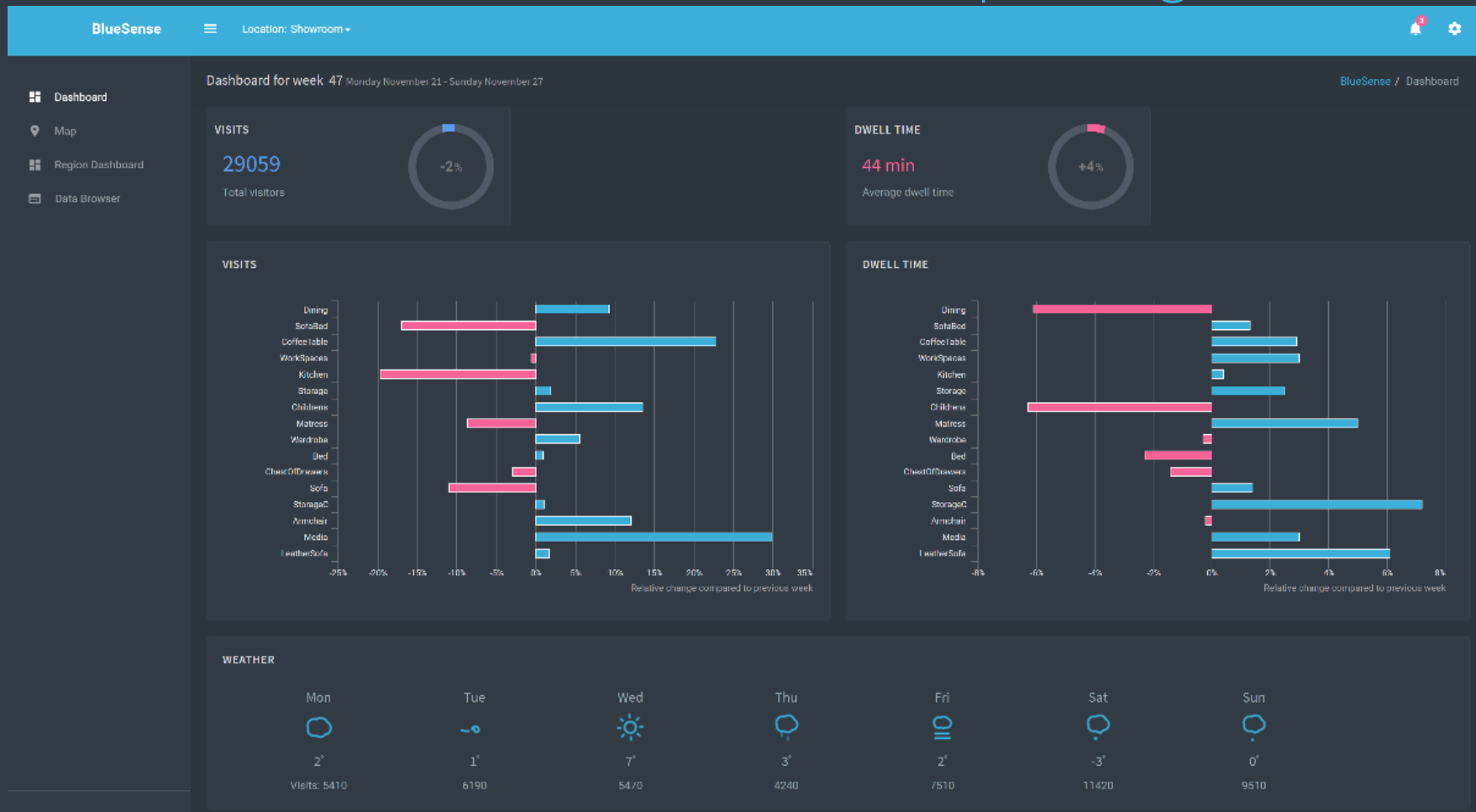
Heatmaps give a quick overview of density and flow and are used to determine cold and hot spots.

Dashboard: visit counts



Overview of the change in the number of people that visited the different area's of your office/store or real-time (current) number of visitors

Dashboard: visits and dwell time per region



Real-time and predictive analytics of visits/occupancy and comparisons based on historical data for an entire store or office.

Dashboard: visits and dwell time for each region



Detailed analysis of each room/region