

## Retail Solution Sheet

SOCIAL DISTANCING BY VEMCO

# How to respond to the social distancing and occupancy challenge

XOVIS AI TECHNOLOGY MEASURES AND ANALYZES SOCIAL DISTANCING

### SOLUTION

Vemco Group is a Nordic specialist within people counting and retail analytics. They provide real-time occupancy and capacity data to grocery stores and retailers. **In cooperation with The Maersk Mc-Kinney Moller Institute, an internationally recognized robots and software engineering research center Vemco has created algorithms that aim to solve the current Covid-19 challenge.** Vemco uses Xovis 3D optic sensors to register how customers move within the store, analyze queue behavior, and measure dwell time. Building on these KPIs and offering another layer to the solution is key.

With the use of the latest Xovis AI technology, the **Vemco team now measures and analyzes social distancing inside grocery stores as well.** The data batches are sent instantly to the Vemcount analytics plat-

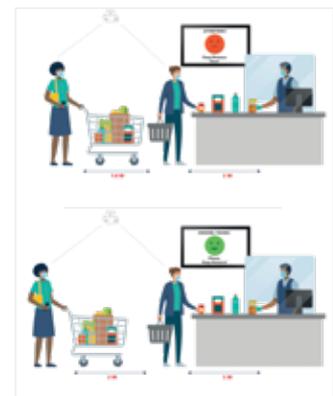
form and provide indications to staff and customers alike. For example, **it enables real-time alerts to be displayed on in-store TV screens or embedded on web-pages and apps.**

To ensure efficiency, the Xovis sensors can identify a person's location down to a couple of centimeters (1 in) on a 2-meter (6 ft) distance alerts. Additionally, through the Xovis group counting feature, a group of people such as a family or a couple will be registered differently than a single individual walking by another single individual to increase the accuracy even further.

The Vemco solution powered by Xovis's technology can be used in supermarkets or any space where people queue in order to comply with Covid-19 regulations and ensure staff and customer safety.



Free/available spaces can be displayed live on existing screens placed in the window area. This would help visitors to understand immediately if they can enter or not.



Distance tracking is mostly used for queues where customers are very close to each other while waiting to pay. Sensors will automatically track the distance between each person and then notify them on screen with a red or green emoticon, depending on whether they keep the correct distance apart.

### RESULTS

The Vemco solution for social distancing has already been **tested successfully in a leading Danish supermarket chain and is now ready to be rolled out to the market.**

Mikkel Baun, PhD, a professor from The Maersk Mc-Kinney Moller Institute shared that the data collected so far shows the most critical point in social distancing to be when the customers move groceries from their basket to the conveyer belt. **Supermarkets then use this data to improve the customer shopping experience** and to allow for social distancing to work within their store. Another example is that the data can also predict when there will be a need to open another check-out counter, which is essential in limiting the time spent at the register.

## vemco group

Big Data, Analytics & Insights

Vemco Group A/S has more than 13 years global retail experience in gathering data about people's behavior. We are an innovative software company who produces insights about customers/visitors to retailers, entertainment venues, airports and public institutions. By analyzing the insights, we provide our clients with knowledge that lead to cost savings, greater efficiency and improvement. Find out more: [www.vemcogroup.com](http://www.vemcogroup.com)