



Rethinking People Flow

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**XOVIS LAUNCHES CLOUD-BASED OFFERS TO RETHINK PEOPLE FLOW:
MORE THAN SIMPLY COUNTING PEOPLE**

International Market Leader for Intelligent People Flow Solutions Now Providing Cloud Solutions for Enhanced Visitor Insights

BERN, SWITZERLAND (APRIL 20, 2021) – Xovis, an international market leader for intelligent people flow solutions in retail, airports and transportation, is proud to announce their newest cloud technology products. In a world faced with the pitfalls of pandemics, brick-and-mortar retailers, mass transit and workplaces face an ever-changing and challenging environment when it comes to people flow. As a provider of high precision 3D sensor technology, Xovis is now empowering integration partners with its new cloud-based offers. Through **Xovis HUB**, a cloud-based partner platform, integration partners will be given all the necessary tools to seamlessly choose and order sensors, plan and maintain the system, thus improving and surpassing customer expectations. Through **Xovis FLOW**, partners will be able to provide users with an integrated software as a service (SaaS) solution for understanding people flow in real time. **FLOW** gathers visitor data from Xovis sensors in the cloud with options to expand analytics.

“Introducing these cloud-based offers to the market is part of Xovis' response towards a new normal in times of COVID-19, adding to the safety and welfare of people on the move worldwide,” says Konstantin Ewald, VP Strategy at Xovis. "From reopening stores to limiting occupancy or managing a more flexible workplace, we see an increasing demand regarding people flow solutions and with **FLOW** and **HUB**, we will service our integration partners as a one-stop shop. We want to take people flow management to the next level by making our high-precision sensors easy to use.”

HUB Features + Benefits

- Gateway to the Xovis world
- Overview of your partner status, past orders and pricing
- Access to marketing materials, multimedia files, brochures, and more
- Planning setup and assessment of installation site with the mobile-friendly Planning Wizard
- Deployment of installations and sensor go-live support with the Mounting Wizard
- Shop for sensors and accessories, management of orders, updating shipping information
- Knowledge Base access to learn about Xovis technology
- Support Portal available whenever you need it within Hub

“With a higher global demand surrounding people flow solutions, our decision to expand our technology portfolio with the new cloud-based solutions was simple. **HUB** as our partner portal will provide new tools for our integration partners that will help increase their market success with Xovis technology. Our goal is to make using our technology easier for all parties and these new options will enable us to continue shaping the future of people flow in multiple industries," Andreas Fährdrich, CEO of Xovis adds.

FLOW Features + Benefits

- Cloud-based dashboard within an easily accessible web application
- AI-powered people counting based on best-in-class sensors
- AI based gender metrics, staff exclusion and more
- Data and alerts in real time
- Expandable solution with add-ons for more detailed metrics
- Export of people flow data into other systems with open cloud interfaces
- Unlimited number of users supported
- Ideal for applications in smart buildings, retail and transportation hubs

Xovis believes in freedom of movement, and that all people should expect safety, comfort and privacy as they move about. “Our success is based on high-precision 3D sensors with artificial intelligence applications which are designed to respect data privacy. All visual data is processed on the sensor, with no images leaving the sensor and no additional hardware required. By rethinking people flow in every application, Xovis **FLOW** combined with our sensors will improve quality of life and business, while respecting data privacy," says Andreas Fährdrich.

"By understanding the data gathered by **FLOW**, users can make well-informed, data-driven decisions to optimize operations and enhance the customer experience,” explains Anne Wyder, Managing Director of Retail. “People flow data enables stores to benchmark conversion rates and marketing success, manage staff numbers appropriately during peak hours, avoid bottlenecks by guiding visitors into less crowded areas, and enhance product presentation by understanding gender statistics to ultimately improve long-term returns."

Xovis **FLOW** provides three unique modules. With the starter dashboard entitled **Visitor Essentials**, features include visitor statistics, location benchmarking, gender detection, desktop and tablet WebApp, unlimited number of users, email reporting, data export and uptime and support. Two add-ons are also offered: **Store Professional** and **Live Occupancy**. Store Professional offers revenue statistics, conversion rates, AI staff exclusion and store benchmarking. Live Occupancy provides live occupancy monitoring, an entrance screen with URL and live alerts.

HUB and **FLOW** will be available to selected partners soon.
For more information about Xovis, visit www.xovis.com.

ABOUT XOVIS

Xovis is a market- and technology-leading Swiss high-tech company that develops, produces and distributes 3D sensors and software solutions for precise counting and analysis of people flow worldwide. Xovis solutions are used to optimize passenger/visitor flow and waiting times, for example at airports, in stationary retail and in public transport. Simple integration, data protection compliance, high precision and AI-based features characterize the technology of Xovis. The company was founded in 2008 has over 200,000 sensors installed globally and today employs around 140 people with offices in Bern (Switzerland), Boston (USA) and Shanghai (China). For more information about Xovis, visit www.xovis.com.

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