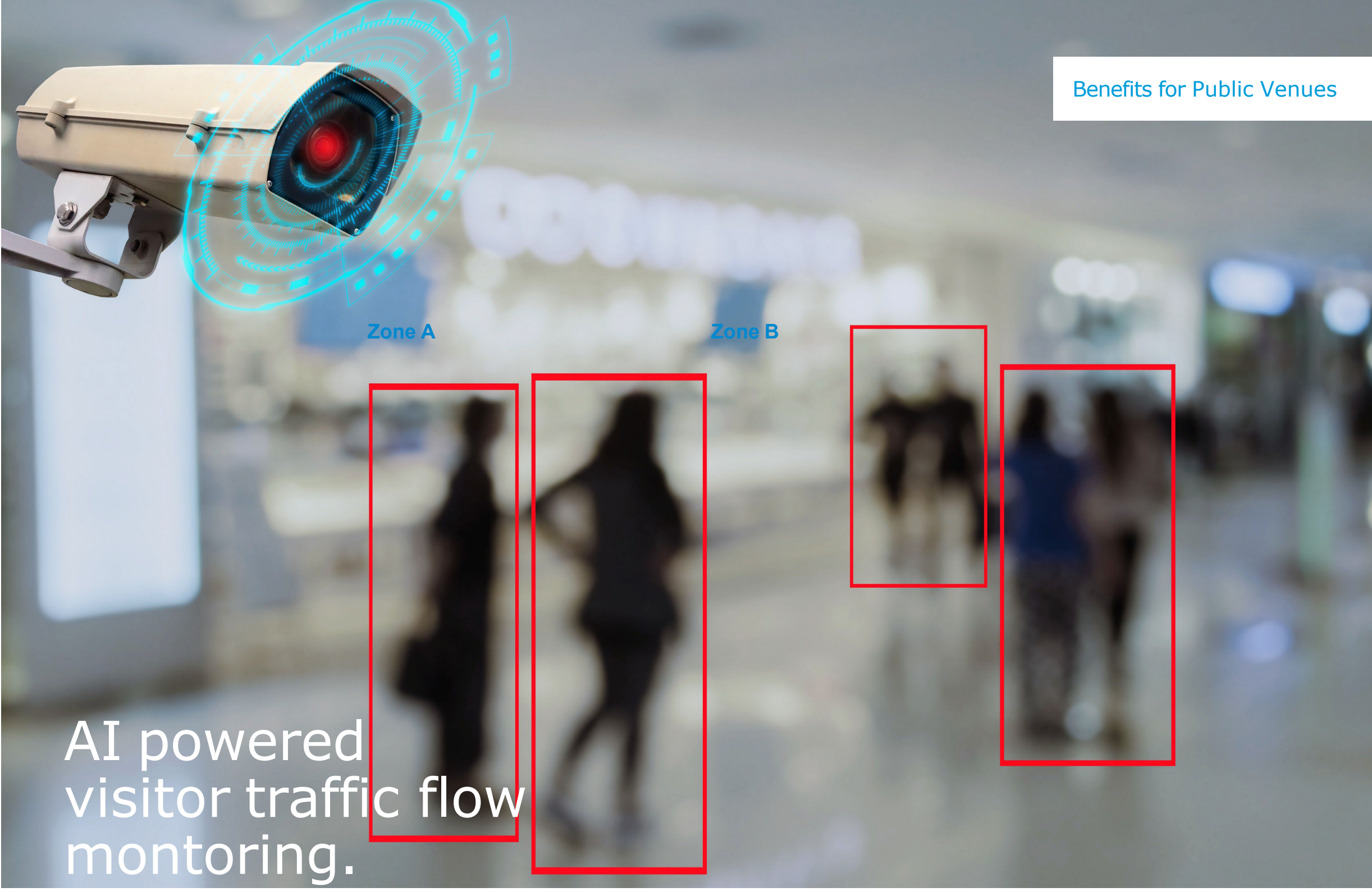


BriteZone

SMART VISITOR FLOW MONITORING
FOR PUBLIC VENUES



Benefits for Public Venues

Real-Time Traffic Flow Monitoring

BriteZone is an AI-powered visitor flow monitoring system that tracks all movement within public venues in real time. It helps you identify and anticipate traffic peaks and troughs, allowing you to optimize customer-facing staff to match traffic flows.

Optimise Customer Experience

- **Real-Time Insights/Forecasts** - Optimize staffing levels, identify optimum product placements, and mitigate against overcrowding to avoid detrimental impacts on customer experience and revenues with BriteZone Traffic Insight.
- **Location-based Alerts** – Receive advance notifications for example, congestion in specified zones, through the dashboard or from your existing apps.
- **Online dashboard** - No additional set up needed so you can monitor and anticipate footfall traffic instantly.

Boost Performance

- **Optimise Staffing** – With real-time traffic counts and forecasts within every zone, helping you to match customer footfall with staffing levels 24x7.
- **Optimise Product Placement**– With accurate data to help match product placement with your customers journey tracks to increase sales performance.

AI powered
visitor traffic flow
monitoring.



Solution Overview

99% counting accuracy

Accurate footfall insights help you to improve customer experience and revenues. Britezone delivers up to 99% count accuracy so you can rely on the data for decision making for each zone within your premises.

- Accurate insights into people flowing across spaces and waypoints
- Allows you to optimise staff resources by having the right people available when needed.

Tracking accuracy ~1m

Accurate tracking helps you to optimize product placement. Britezone tracks individual visitor position to within 1m so you can make more intelligent choices about where and when to place products.

- Accurate people tracking data can help you place products at the optimum location.
- And put staff where they can best support customers.

Daily or hourly traffic forecasts

Advance traffic forecasts at waypoints and zones within your facility helps you to avoid overcrowding. BriteZone gives your hourly and daily traffic forecasts so that you can mitigate improvement in customer and staff safety.

- Zone by zone forecasts to understand the impact of people flow in real-time.
- Heat maps to understand hotspots, so that you can plan and re-route customers efficiently.



Real-time AI powered alerts

AI-powered insights and alerts deliver timely information to staff to help them plan. Available through Britezone web portal or connected third party mobile and web apps.

- Real-time alerts notify staff in advance allowing them to adjust their plans.
- Helping staff to be in the right place at the right time to boost performance.

Customised analytics

Available through the BriteZone portal or you can simply export data for integration with any other software.

- Export data to other third-party applications and systems.
- Integrate with existing mobile applications.

Why choose Briteyellow?

Briteyellow is a world leading pioneer of Traffic Flow monitoring solutions. Choose from our HD camera, or Wi-Fi/Bluetooth people flow sensors, or use your existing security cameras for an infrastructure free installation.

- High accuracy footfall counting.
- Precision footfall tracking.
- Detailed zone by zone analytics for counts and tracks.
- Advanced alerts and forecasts.
- Step by step people flow analytics.
- Cloud solution with no costly integration needed.





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