Vicar Analytics for indoor social distance monitoring and people flow tracking

Intended target group: retail spaces in the Netherlands – especially operating in **the independent** franchise model (i.e., de-centralized decision-making) - which are experiencing **increased sales** even in the face of the coronavirus developments, such as:

1. Supermarkets, grocery stores (e.g. Jumbo, Albert Heijn, Spar, C1000)
2. Furniture, garden, home improvement stores (e.g. Ikea, Gamma, Praxis, Intratuin)
3. Farmacy, drug stores (e.g. BENU, Etos)
4. Museums, exhibitions

Existing retail metrics:

For the list of the existing/current functions in Vicar Analytics, please visit and launch the demo platform at www.vicaranalytics.com

New retail COVID-19-related metrics:

To monitor whether customers are able to keep a safe distance, Vicar Analytics provides several insightful metrics. All metrics are available real-time and historically.

Basic:

- Number of customers present
- Number of customers per m2
- Heat map visualization of customer flow (walking patterns)

Advanced:

- Automatic congestion detection
- Detection of 1.5-2m distance between the customer

Next steps – pilot projects:

We are looking for two potential partners who are or collaborate with clients from the intended group to **launch a pilot project** in one or two clients' physical stores.

Costs

For the pilots, Vicar Analytics can provide software, dashboard and data analytics **- free of charge -** for the duration of the pilot project. The partner must assure hardware and the installation onsite.

How fast?

Above we proposed new basic and advanced social-distance tracking metrics which we could deploy onsite within (usually) **2 weeks** for basic and 4 weeks for advanced metrics, if there is interest from the intended target group.