“MOST OF THE WORLD WILL MAKE DECISIONS BY EITHER GUESSING OR USING THEIR GUT. THEY WILL BE EITHER LUCKY OR WRONG.”

SUHAIL DOSHI, CEO, MIXPANEL

Motionloft

Eric Bueman, VP of Sales

S9324 Benefits of Behavior Analytics at the Edge for the Retail Market
Talk - Monday, 3/18/19 | 11:00 AM
simplify complexity

We built a sensor platform powered by computer vision to capture, interpret, and present the complexity of a physical scene.

Our all-in-one intelligence platform goes even further with versatile features that learn from the environment and adapt to give you better insights.

MotionLoft
4 PATENTS AND MULTIPLE AWARDS

*Patents Pending

US #20170053169A1, #29605507, #15790908, #15862037
2000+ locations currently deployed across:

- United States
- Canada
- Mexico
- Japan
- Guam
A BETTER WAY TO COLLECT DATA

- Versatile solution
  - Any Industry
- Innovative design
  - Fully Weatherized IP 66
- Simple installation
  - LTE, WiFi, and Bluetooth
- NVIDIA TX 1/2 Edge Module
  - Can process and analyze in real time
- Privacy of the data
  - No chance of sensitive information being captured
Our sensors are remote labs

They study, collect, and report data back. We continually equip our hardware with new software updates via our LTE connection to expand the depth of analytics. Adding information on demographics, consumer trends, emotional analysis, and aberrant behavior expands the power of the data set.
Millions of image classifiers in our proprietary library

Core Capabilities Enabled by ViMo’s ANNs

- Path tracking: pedestrian and vehicles trajectories
- Detailed analysis of dwell time
- Measuring occupancy (e.g., length of pedestrian or vehicular queue)
- Heat map trend analysis
- Single sensor capable of detecting, tracking and classifying targets (for example: people, cars, bicycles etc.)

- Distinguish vehicle types such as: passenger cars, vans, trucks, semis, buses, bicycles and motorbikes
- Detecting groups of people, group size estimates
- Object and tracking: shopping carts, strollers, back-packs, carried objects
- Predictions; counts, pass-bys, wait time, etc.
- Path Tracking: variable objects across adjacent sensors
- Line Queuing
- Dwell Time / Wait Time, how long an object has remained in an area
- Distinguishing Male vs Female
A Better Way to Collect Data
Gender & Multiple Scenes

Estimated Flow: 11
Estimated Objects: 7
User Interface and Data Visualization with Gender
3D People Count / Abandonment

Counted: 66
Capture Rate Acquisition Opportunity
Data Visualization for Wait time & Line length
Common Use Cases

- Retail Attraction & Repositioning
- Line Queuing / Wait Time
- Urban Pedestrian Counts
- Retail Site Selection
- Outdoor Shopping Centers
- Enclosed Malls
- Vehicle Counts
- Event Tracking
- Entertainment Venues
- Transportation Centers
- Redevelopment

001,199,620
Real-World Applications

- Interior window mount
- Outdoor Light Pole
- Exterior Wall

Motionloft
• Interior window mount

Motionloft

Real-World Applications

• Interior window mount

• Interior window mount

• Exterior Wall
Full-Service Partners

Put meaningful data into action with scalable solutions that we manage every step of the way.

What can Motionloft do to help achieve your objectives?

• Design a custom solution to deliver the data you need
• Recommend sensor placement and most suitable technology
• Manage installation and discreetly install sensors
• Calibrate and audit the sensors for accuracy
• Set up your account and teach you how to use the dashboard
• Provide support over the lifetime of your contract
User Interface and Data Visualization

all-in-one dashboard

Bring data to life and get customizable reporting with Motionloft’s online dashboard. Easy-to-understand graphs and charts provide instant, actionable insights.
User Interface and Data Visualization with Gender
# User Interface and Data Visualization

## Time Density

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<th>Thursday</th>
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</table>
Business Hours & Gender Report

Used to Determine Revenue Opportunities and Predict Staffing Levels
Compare Different Locations in Real Time
User Interface and Data Visualization
Bubble Map
Heat Map

- Identify high traffic and points of lingering within a scene
- Understand utilization to build campaigns
Directionality

• Identify the directionality of traffic and points of entry and exit within a scene
Path Tracking

- Track to quantify behavior trends
- Place best-selling items near popular paths
- Merchandising and Marketing
Dwell Time

- Dwell Area vs Spend
- Quantify changes in dwell time before and after merchandising initiatives
- Optimize employee utilization by understanding traffic trends
API to display your Data

Use any BI / 3rd Party Dashboard Agnostic

- Tableau
- Spotfire
- SAP BI
- DOMO
- Oracle BI
- Power BI
HOT OFF THE PRESS!!!
Vehicle Classification
Data Visualization for Predictives

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<th>Dates</th>
<th>Direction</th>
<th>Future Predictive Data</th>
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<td>Friday</td>
<td>1 PM</td>
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Historical Data
Forecasted Data
Fan Engagement

We can do more, much more, for the fan application...
innovation that works

**your data**
Leverage existing data such as security camera feeds, loyalty programs, or inventory management with greater purpose.

**our platform**
Combine your data with our suite of features to better understand behavior, traffic flow, and purchasing trends.

**actionable insights**
Put integrated data into action to help drive sales AND engagement.
COMING VISIT US IN THE BOULDER AI BOOTH!

Thank You

Eric Bueman, VP of Sales

eric.bueman@Motionloft.com

www.motionloft.com