

CAPACITY ALERT & PREVENTION SYSTEM (CAPs)

REAL-TIME INSIGHTS ON CUSTOMER CLUSTERING.



Help your customers adhere to safe social distancing.

CAPACITY ALERT & PREVENTION SYSTEM Von Technologies offers a cloud-based data collection platform that provides real-time empirical data to ensure the health and safety of customers and staff. This is accomplished by monitoring and proactively alerting staff according to "Social Distancing" guidelines. The platform detects each customer's location within the business and sends alerts in real-time to responsible parties including security guards, store associates, and managers.

Trend and audit reports help decision-makers design an ideal retail space that encourages and reinforces safe social distancing practices and adherence to new regulations.

COMPONENTS INCLUDED

Hardware (iDTags), firmware, algorithms, and positioning software that provide precise location detection & alerts.

DIFFERENT SOCIAL DISTANCING ALERT METHODS



HOW IT WORKS A retail store has several areas (zones) that shoppers visit. As users enter the business, the CAPs systems seamlessly detects their wireless device (no log in or opt-in needed). Their personal information is anonymized (GDPR and PII compliant) and replaced by a unique ID that tracks their location within the store via our cloud-based system.

CAPs detects the location of devices in each zone and alerts when clustering thresholds are approaching.

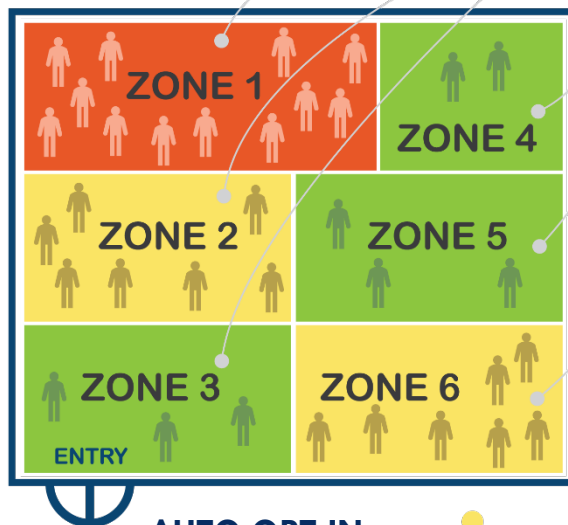
SPECIFICATIONS

iDTag data sensors are the size of a deck of playing cards and are strategically installed at the perimeter and/or interior of physical locations.

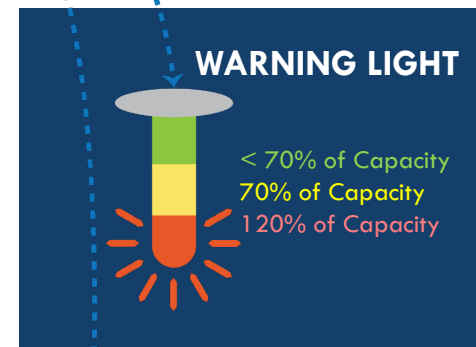
iDTags are powered by standard electrical power or PoE (Power over Ethernet). iDTags sense and track the presence of Wi-Fi devices hundreds of times a second.

When Wi-Fi devices are sensed the iDTag captures and encrypts the time, location and a unique device ID and sends that data over existing or dedicated networks to a cloud-based data repository.

FLOOR PLAN



AUTO OPT-IN OF ALL DEVICES UPON ENTRY



The iDPlatform aggregates and delivers the information to a real-time data feed. The raw data can be uploaded to a third-party analytics dashboard for further analysis, presentation or triggering. The technology continuously broadcasts at a high rate of 60 times per second, making this the best IoT sensor available in the industry.



Staying home saves lives.
But we want to be back together, "Safely".
CAPs provides safe social distancing.
And helps people get back to work.
Back to life. Back to normal.

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REAL-TIME INSIGHTS ON CUSTOMER CLUSTERING.

TECHNICAL SPECS

CAPABILITIES

- Unique device identification
- Capture both Android and iOS devices
- New/returning sighting
- Frequency/recency of sighting
- Aggregate or real-time data feed
- Accuracy range from 3' to 150'

APPLICATIONS

- Traffic analytics
- X,Y coordinates
- Dwell times
- Campaign optimization
- Operations optimization
- Security and loss prevention
- Attendance and check-in
- Strategic business intelligence
- Integration with loyalty apps
- Integration with in-store engagement apps

SPECIFICATIONS

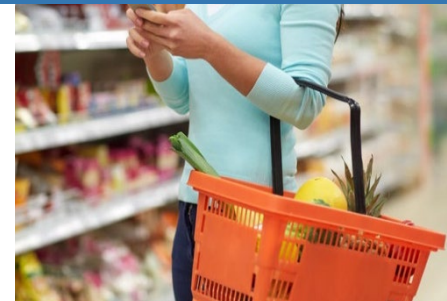
- PoE Compliant
- Micro USB 3.5v Power
- Daisy Chain Capability
- Unique MAC Address
- Broadcast rate 60 -90 times/second
- Upgrade Firmware Over the Air
- Embedded 2.4 GHz 802.11 b/g
- WEP-128, WPA-PSK (TKIP),
- WPA2-PSK (AES)
- Operating Voltage: 3.3V (typical)
- Temperature Range: -40C to +85C
- Low-Current Consumption
- Rx mode: 40 mA
- Tx mode: 120 mA at 0 dBm
- Frequency: 2.412 to 2.462 GHz
- Receive Sensitivity: -83 dBm Typical
- Power Output: 0 to +12 dBm
- Whip antenna options

DATA COLLECTED

- Zone activity
- Hot spots
- Breaches of social distancing policies
- New & repeat visitors
- Company, region & location
- Recency (last & first visited)
- Frequency
- Visit duration (avg dwell time)
- Bounced Traffic (customers that walked in & left within a defined time period)
- Bypass Traffic (customers that walked in front of location)
- Employee detection (based on frequency, time period seen)

BENEFITS

- Enables quick adaptations to new regulatory and societal expectations
- Low-cost solution to adhere to new social distancing guidelines
- Precise foot traffic data and consumer behavior pattern recognition
- Optimizes traffic, staffing, and sales performance
- Customized consumer notifications via defined preferences and promotions
- Measurable ROI, with immediate, accretive impact on retailer's bottom-line



TIME FRAME & COST

- Approximately 2-5 days installation for most locations.
- Simple per-location installation price plus fixed-rate monthly subscription to monitoring software and reports.
- Price includes all hardware, software, tags, and reporting portal.



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