NATIX

Crowd Density

Counting the density of people in indoor and outdoor areas for better planning



/// Problem

Planning has been ruled for decades by automobile interests but that's changing now. Insight on crowd size and density is becoming more popular to design better and safer streets, parks, bike-share systems and bus networks.

- Manual counting is expensive due to the deployment of human resources
- Manual counting is prone to (appx. 30%) error when relying on continuous staff attentiveness
- Manual solutions limit entrance/exit points which results in inconvenience
- Most camera-based solutions focus on the total number of people and disregard the density clustering

/// Solution

Camera-based live and over time people counting with analytics and reporting tools for better planning.

- **Real-time crowd-size and density** - people number and density counter for the area of your choice
- **In-depth analytics** - data visualization via dashboard, heat maps, etc. to show crowd's position, movement and behaviour
- **Reporting** - create reports and share with other stakeholders (e.g. between city planning department and emergency department)
- **Privacy-enforcing** - on-device processing with no collection, storage or sharing of personal data

/// Applicable for

- State governments and municipalities
- Organizers of events
- Venues of mass gatherings

/// Benefits

- **Better infrastructure planning**: designing better streets, parks, bike-share systems and bus networks
- **Improving crowd management strategies**: detailed analysis enables you to refine your strategies to avoid crowd-related disasters and ensure public safety
- **Emergency planning**: data-driven insights for better emergency planning and emergency protocol optimization

/// How it works?

Connect off the shelve AI processors (Edge Computers) to your camera, install our software on them, and let the AI track a change in any given state. These changes of states are what we call events. The connected Edge Computers process the video locally to identify your desired event happenning. In the case of detection a notification is sent to the client of your choice.



/// Why NATIX?

Don't worry about privacy

All processing happens on-device and no sensitive data (e.g. footage) leaves it. Additionally, our real-time anonymization AI removes personal data (e.g. faces) from the footage on the device.

We play well with others

Our system can be easily integrated with any internal or 3rd party systems with our real-time API. You won't have a vendor lock with NATIX.

Same device, limitless use-cases

With our over-the-air technology, the system can be updated remotely with improved detection software or newly built ones for your new use-cases.

Easy installation

The solution can be installed fast without causing distortion in normal activities.

/// What you get?

- Event detection software
- Over-the-air software updates
- Real-time API (to connect with other systems)
- Installation and user manual
- Technical after-sales support

/// Additional features

- More detection softwares (e.g. crowd flow or accident detection)
- Advanced analytics (over time, heat maps, etc.)
- Advanced API
- Edge Insight (our live event display dashboard)

Interested?
Get in touch



Dr. Alireza Ghods
Co-Founder
Business Dev & Partnership
alireza@natix.io
www.natix.io