

Real-time Crowd Management



Monitor the heartbeat of your events

How many people are there at any given time at your event, demonstration, or gathering, regardless of the frequency with which an area is visited? Where are all the crowds headed? If you can monitor these crucial data as an event organizer, town or city council, or head of security, then you can keep the press of the crowd firmly and efficiently under control. Real Time Crowd Management gives you that control.

So, what is Real-time Crowd Management?

Real-time Crowd Management is a **Proximus Analytics** solution. Proximus Analytics gives you **better insight into what people are doing at a specific time or over a period of time in a particular area**. More specifically, Real-time Crowd Management makes it possible to monitor which areas **contain large crowds** from **one minute to the next** and track when various flows of people are **in transit** to other areas.

How does Real-time Crowd Management work?

Data Analytics collects **location data** from cellphones when users are near an antenna from the Proximus network, including foreign visitors using the Proximus network. Thanks to **extrapolation and powerful algorithms**, you get an **accurate picture** of all the people in that area.

The power of Real-time Crowd Management

- › 24/7 availability
- › National coverage
- › No installation required
- › Huge cache of location data
- › Straightforward comparison of regions and time periods

Real-time area monitoring

Human transit in certain areas is extracted from our mobile network through **macroanalysis**. We count all the Belgian and foreign users in a set **geographical area**. Their location data is sent to the dashboard or your application every minute or every five minutes. You can review them there for 1, 3, 6, or 12 hours. These analyses are performed with strict adherence to privacy and GDPR standards: the data is anonymized, aggregated and secured.

Real-time monitoring of specific locations

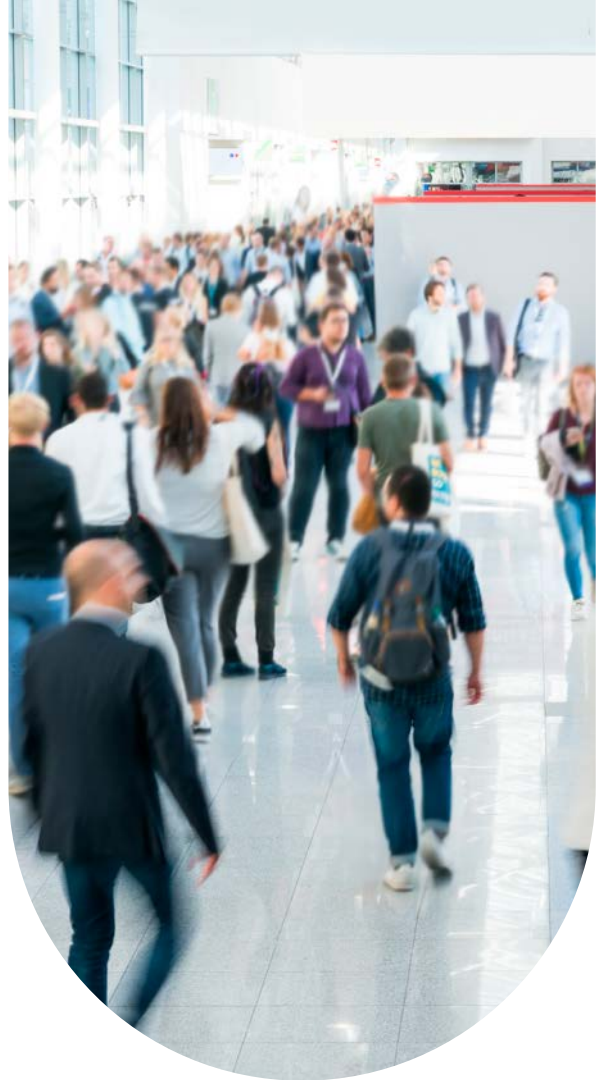
So, what about monitoring how many people are within a set location perimeter, including indoors? That's where **microanalysis** comes in. Only **IoT sensors and smart cameras** installed at strategic locations within the perimeter you want to monitor, are responsible for sending you that data. The mobile network is not used to collect this information.

Act instantly and efficiently

Real-time Crowd Management gives you the tools you need to **safely manage crowds at events and busy venues**.

- › You monitor and control **groups and crowd transit** in real time.
- › You track **how and when groups form** and dissipate.
- › You see which **streets and squares should be closed** to relieve congested areas.
- › You also have a overview of what the **best and safest detours** are for traffic.

That way you can **act quickly and efficiently when unexpected or potentially hazardous situations** arise.



An intuitive dashboard

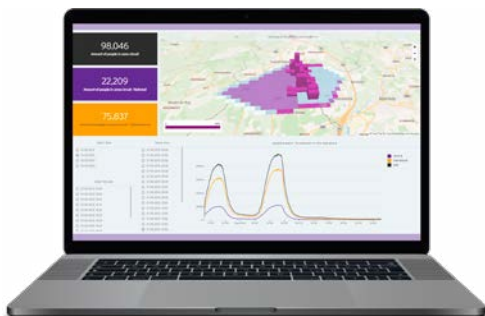
The **online Proximus Analytics platform** allows you to monitor a continuous data stream in real time with **heat maps, graphs, and KPIs** – available in an intuitive dashboard.

Receive warnings at exactly the right time

Would you like to know when the maximum number of visitors is in danger of being exceeded? You can have **limits** set to alert you when they're about to be reached.

Compatible with your own app

And would you like to use your own app to manage visitor flows? No problem. We simply **integrate** our real-time data stream with your app using an API.



Want to know more?

Visit proximus.be/analytics and get in touch.

Real-world examples

Find out how other organizers and security services track and control crowd transit with Real-time Crowd Management:

Westtoer:

Crowd barometer monitors crowding on the Belgian coast and beaches

Tour of Flanders:

How real-time data guarantees cycling fan safety

