RUUMIKASUTUSE ANDMESTIKUD -KRATI ABIL







Mis me teeme?

- Fyma on masinnägemise tööriist, mis kasutab olemasolevaid kaameraid ning loeb nende videovoo pealt andmeid
- Fyma töötab nagu Goolge Analytics: lahendusest saab pärida andmeid oma linnaku / poe / ostukeskuse / tänavate / kontormaja liikuvusandmete mõõtmiseks: sisend töötajate graafikutesse, koristamise optimeerimine, kõige enim külastatud kohad / riiluid, reaalajas teavitused. Kogu andmestik on 100% GDPR kooskõlas - meie Al ei kogu isikuandmeid.
- Kasutame virtuaalsensoreid tõmba kaamera vaateväljale jooned loenduskohtadesse ning set-up võtab vaid minutid



- Fyma vajab ligipääsu kaamera striimile:
- Kaamerate numbril piirangud puuduvad, toode skaleerub kiirelt tuhandeteni
- Ainult metaandmed salvestatakse, me ei säilita videofaile
- Fyma on NVIDIA partner
- New objects shipped in as little is 2 weeks - 24 hours!





Fyma Retail Use-Cases

- Visitor traffic analytics (entrance / exit counts, HVAC) optimisation)
- Peak hour analytics
- Product category effectiveness analytics (area efficiency)
- Dwell time analytics
- Customer journey analytics
- Queue time measurement
- Event based alerting system
- Anonymous demographic information



The Fyma video analytics toolset is built to be as flexible as possible and can be used for various different use-cases. The use of these tools are only limited by the users imagination, however these are some of the most commonly used scenarios.





Live processing 🔻

Fyma

TOOLS

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PRODUCTS

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Live processing

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Parking lots

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Post processing

Store Entrance



Store Entrance

Trolley Usage

Self Checkout Remotes

ACTIONS 🕑 Start camera 🕑 Play video Analytics playground B↑ Movement playground Edit



Entrance



Fyma





Fyma Retail Demo



💊 Store Entrance

🔧 Main Hall

🔧 Escalator

Aain Hall Dwell Time

ACTIONS
Stop camera
Pause video
Analytics playground
☐↑ Movement playground
Edit

Eat Dwell Time







Product category effectiveness analytics (area efficiency)

Fyma can do so much more than just understand how many people visit your retail space. Because our virtual sensors can be defined in almost infinite ways, it is also possible to understand how many people interact with specific product categories.

All you have to do as a customer is to define these areas and let Fyma count how many people interact with each category.

This allows our customers to do product placement optimisation as well as price specific areas of the retail space differently for the brands they are selling.







Peak hour analysis

The graph on the right shows two actual stores (and the footfall data across a month), one of which has a more regular traffic pattern (Saturdays are peak days) and the other one doesn't.

What is interesting is that this client had done a customer survey beforehand which showed that they did have a peak hour trends at both and so they structured their employee staffing schedules based on that.

Real-time data proved that this data was incorrect and rescheduling actually had created more inefficiencies instead of optimising the staffing time tables - **Fyma data highlighted this and staffing schedules now take the real footfall data and trends into account.**









KPI's & ROI

Understand how many people walk through the door

Understand whether your product placement is correct

Lower customer waiting times

Increase high volume item sales

24%

*This is achieved by alerting store staff when a higher number of people enter the store and require assistance. This also improves the customer satisfaction index.

*Understanding if your prime shelf space is actually being interacted with or is just a place where customers pass by is key to understanding what items should be placed where.

Understand store peak hours and their trends across time, success of sales campaigns

Cost reduction through energy consumption and salary decrease

12%

*Real-time analytics can be used to understand if your physical space has a peak hour pattern or not. This can be used to close stores early when you see that there is no traffic in the later hours of the day. It can also be used to understand if the HVAC can be turned off earlier or whether online campaigns are bringing more footfall to stores and when



2X



Fyma for mixed-use commercial real estate assets: sample use-cases

- Peak hour trends across a week / month / year / compare different location data both indoors and outdoors.
- Understanding how interventions are working: is new street furniture used, is an outdoor cafe / terrace used and for how long on average, road closures and their effect on traffic
- Loading bay traffic and dwell, elevator bay utilisation and wait times
- Parking management, including wayfinding
- Modal share around the buildings, their trends across a day / week / month / year
- Child/adult and male/female demographic data
- Accuracy from 80-99% depending on whether camera is inside (higher accuracy) or outside and whether we're detecting footfall or gender (seasonal clothing affects the accuracy of this)



Parking

- Monitor your parking lots in real time.
- Large outdoor parking lots can be tricky to monitor with sensors alone. Fyma uses computer vision and links up with your wayfinding systems for a superior customer experience – and data insights.
- Every parking bay in Fyma has a geo tag this means **customers** can find a specific available bay (e.g. wheelchair users or those who need EV charging) and navigate directly to it from their preferred navigation app, saving time idling around the car park & reducing emissions as well as providing a superior customer experience.
- Replace thousands of individual sensors with a camera-based setup and major cost reduction.
- We can also analyse people flow from car parks: in which direction people flow, how many people on average per car arrive.









💿 Edit







KPI's & ROI

- Thanks to Fyma's parking data and analytics over a 2-year period, a large-scale business park decided to **consolidate their parking** and develop their newest building without underground parking, **saving** millions of euros in building costs.
- Thanks to improved wayfinding across the site that reduced idling while looking for an available parking space, **Fyma has helped save around 2.62 tonnes of CO2 per month** as well as deliver a high customer satisfaction rate with navigation app enabled parking space finding.
- Creating wellbeing indexes for city districts (in partnership with our placemaking agency partners) and tracking those indexes over time for strategic planning improvements.
- Fyma is 4.5 x cheaper over its lifetime compared to traditional traffic sensors with 3 x more data provided to clients.



Reducing CO2 emissions by 2.62 T pcm





Wellbeing index tracking



4.5x cheaper **3x more data**





Fyma

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Demo streams | **Fyma Youtube**

"The data we are getting thanks to Fyma is absolutely incredible."

"That will help us potentially run the centre more efficiently. So it has a direct feed on facilities management, and cost savings or environmental efficiencies."

"With Fyma we have started to measure mobility analytics around our business park, which will give us valuable information on people's movement and behavioural patterns."

IN THE MEDIA

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