# viana™
## a meldCX™ product

**Board Room**
GO
| Current no. of persons | Total Traffic IN | Total traffic OUT |
|---|---|---|
| 2 / 10 | 12 | 10 |

**POI MATCHED**
ID # A392KJ-1012
DIONNE BRIGGS
| Match confidence | Location |
|---|---|
| 97.2% | Lobby |

**ZONE CAPACITY MONITORING**
**WORK STATIONS**
| Current Occupancy | Occupancy Ratio | Top Persona |
|---|---|---|
| 2 / 12 | 17% | |
| Overcapacity | Average Visit | FEMALE ADULT HAPPY |
| 0 | 54m 5s | |

**Meeting Table**
| Proximity Threshold | Contact Threshold | Time Threshold |
|---|---|---|
| 32% | 124 / 650 | 28 / 30 mins |

Last cleanup by **Gregg Moss**
8:45 am  1 Oct

**Office Entrance**
GO
| Current no. of persons | Total Traffic IN | Total Traffic OUT |
|---|---|---|
| 24 / 50 | 48 | 24 |

**OFFICE LEVEL 1**
| | |
|---|---|
| FLOOR OCCUPANCY | 75% |
| MEETING ROOM UTILISATION | 29% |
| TABLE UTILIZATION | 88% |
| BUSIEST ZONE | BAY 2 (SALES) |
| AVERAGE DWELL TIME | 31m 56s |

# Getting smart with Artificial Intelligence:
# Redefining the way smart spaces operate

The emergence of IoT has unleashed powerful drivers of data, transforming efficiency in spaces where people work and live. **Viana™ a meldCX product** enables organisations integrate data, video, and other sources for effective and data-driven operations in smart spaces.

## Anonymous Vision Analytics

High-performance face mapping extracts predefined human data without keeping any identifiable information.
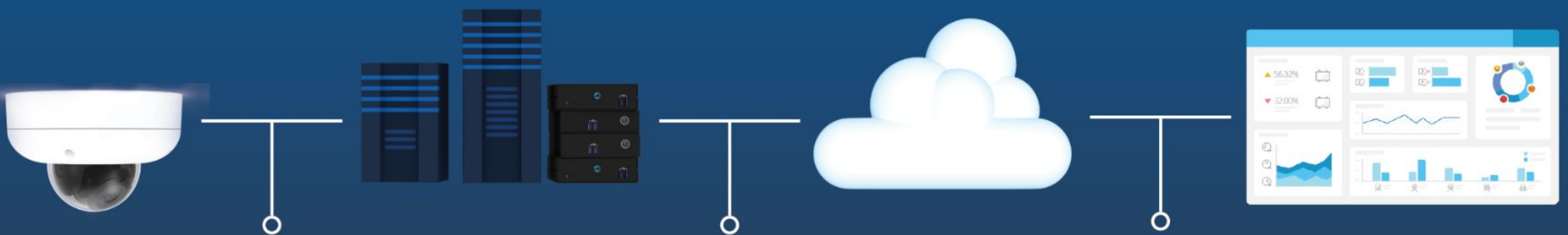
## Real-Time Insights

Viana brings you up-to-date information right on your screen as it is happening anytime, anywhere in your network.

## Expandable Custom AI Use Cases

Viana is a core building block in meldCX's suite of computer vision products. Stack multiple AI models at the edge, resulting in better insights and less overall cloud consumption.

# Viana powers real-time insights anytime, anywhere — at the cloud or on any device *
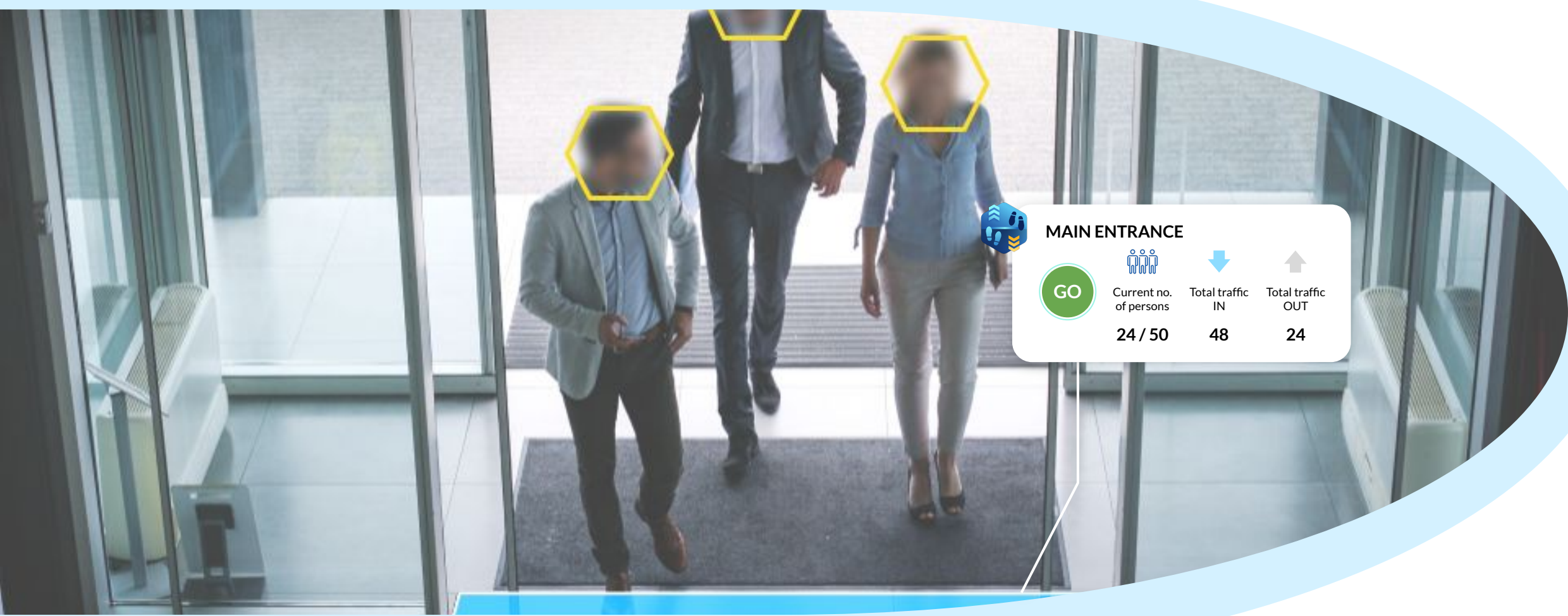
Our advanced vision AI captures real world data based on preset parameters, and uses edge inferencing for faster data processing.

High-powered servers host our secure data warehouse and harness the latest cloud computing technology to produce accurate real-time reports.

Automated data analysis and visualisation create insights and actionable data stories for business leaders, managers and staff.

*  Required specifications: Intel Core i7 8th gen processor or higher, 16GB RAM, 128GB SSD or higher, Intel HD/UHD/Iris graphics
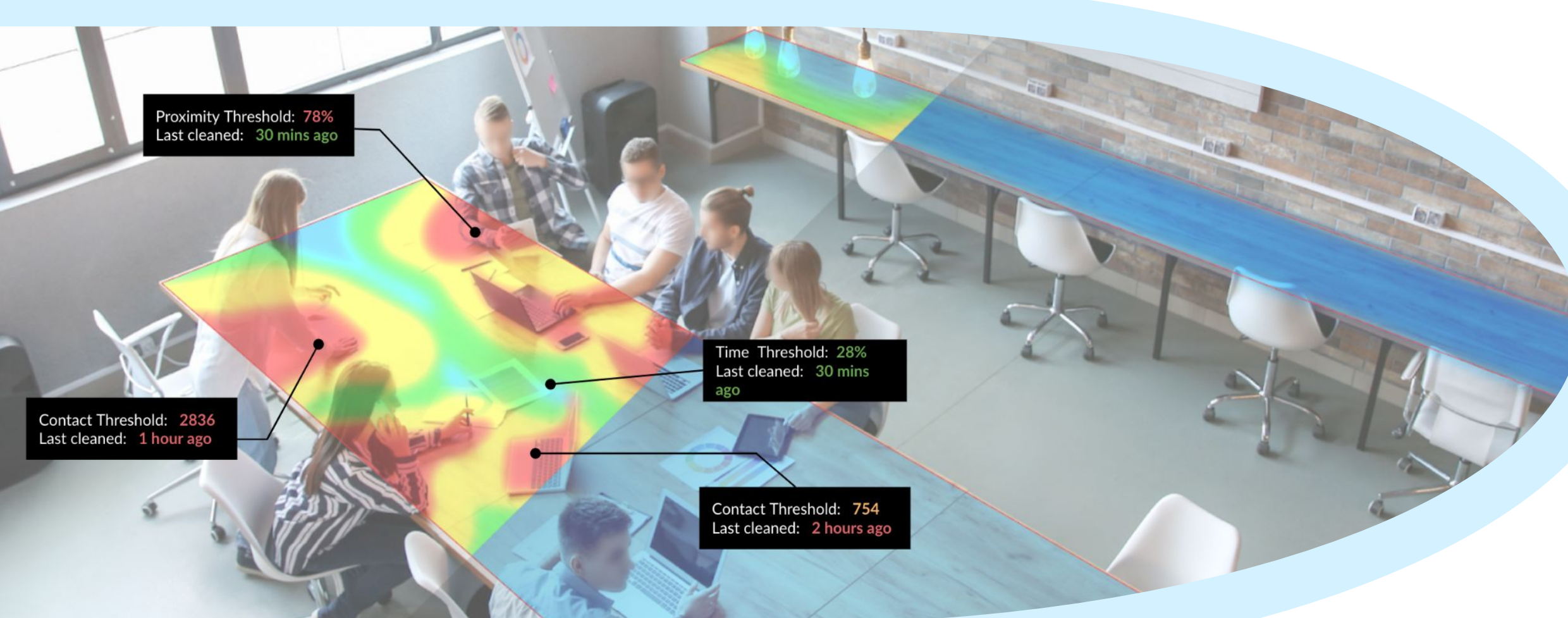
# Turn your data stories into actionable insights

## People Counting

Anonymously track how customers move within your space, measuring data such as entries and exits and visit duration, as well as audience demographics and sentiment.

**MAIN ENTRANCE**
GO | Current no. of persons 24 / 50 | Total traffic IN 48 | Total traffic OUT 24
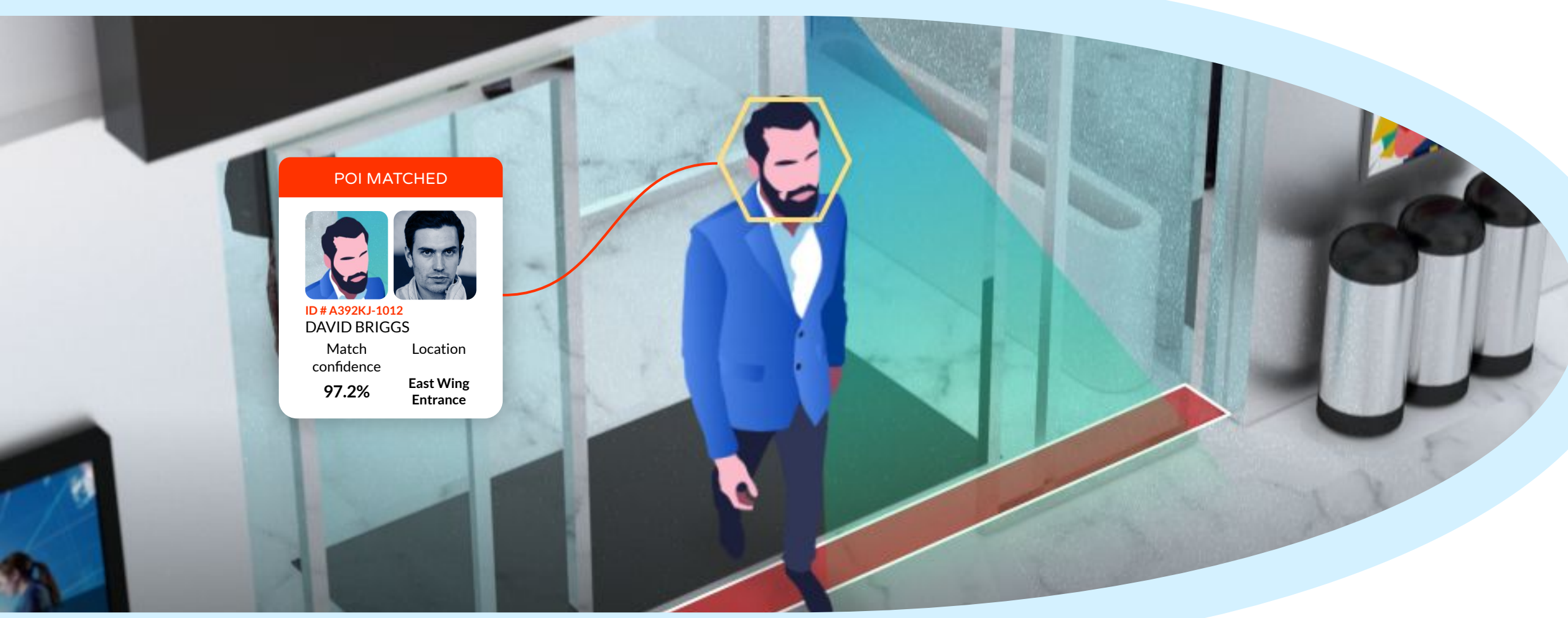
LITE

## Zone Engagement

Measure customer activity in specific zone to know how they move and engage. Capture user journeys to better understand behaviours of different audience personas.



**DISPLAY BENCHES**

| IMPRESSIONS | INTERACTIONS | CONVERSION RATIO | AVG ATTENTION TIME | TOP PERSONA |
| --- | --- | --- | --- | --- |
| 54 | 22 | 40.7% | 12m 8s | |
| CURRENT OCCUPANCY | OCCUPANCY RATIO | OVERCAPACITY | AVERAGE VISIT | FEMALE ADULT V. HAPPY |
| 10 / 30 | 33% | 1 | 14m 5s | |

HEART ZONE
DISCOVERY ZONE
SMART ATM
TRANSACTION ZONE

ID # A392KJ-002 FEMALE YOUNG ADULT HAPPY
ATTENTION TIME 10m 2s
DWELL TIME 12m 45s
IMPRESSIONS 8 | ENGAGEMENT 2 | INTERACTIONS 1



Proximity Threshold: 78%
Last cleaned: 30 mins ago
Contact Threshold: 2836
Last cleaned: 1 hour ago
Time Threshold: 28%
Last cleaned: 30 mins ago
Contact Threshold: 754
Last cleaned: 2 hours ago

PREMIUM

## Surface Tracking

Surface Awareness Management Intelligence for Environments (SAMiE™) is a patented feature of Viana, which tracks hand-to-surface interactions and sends alerts once the threshold is reached.
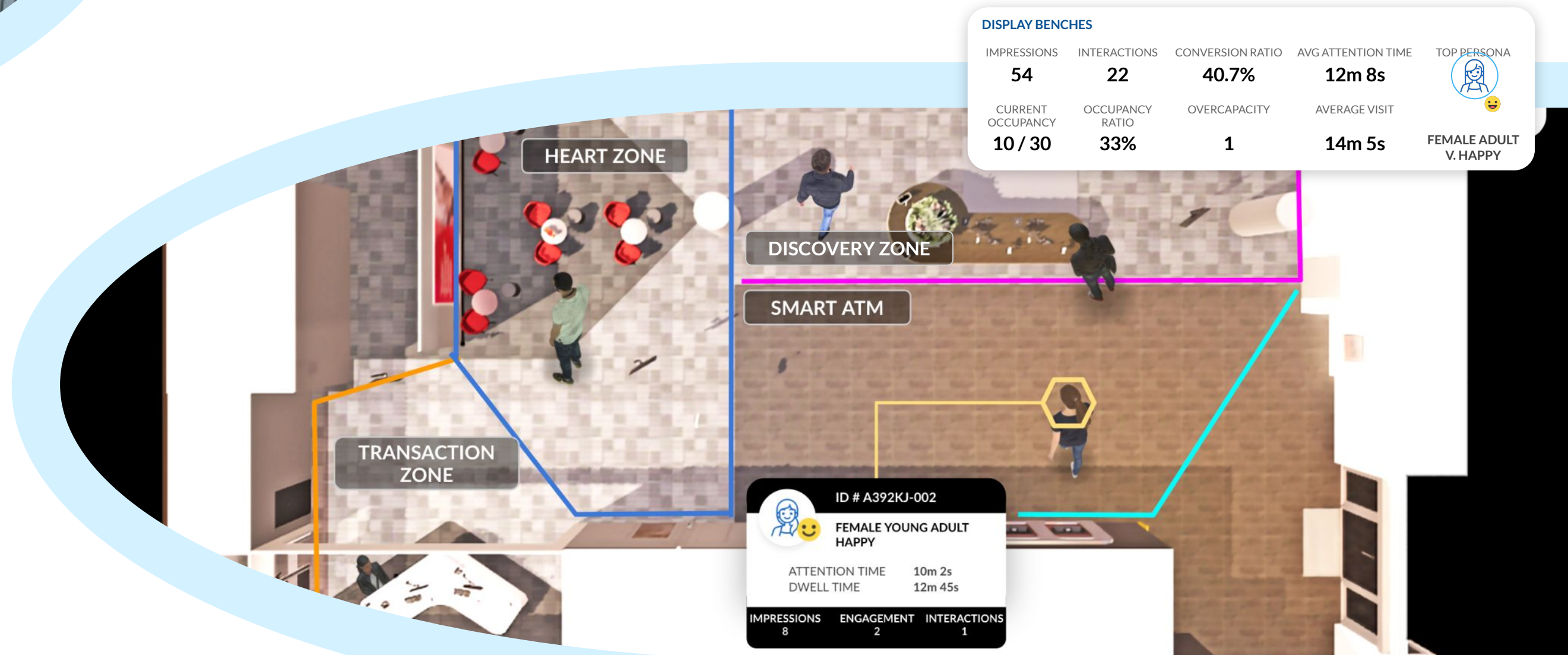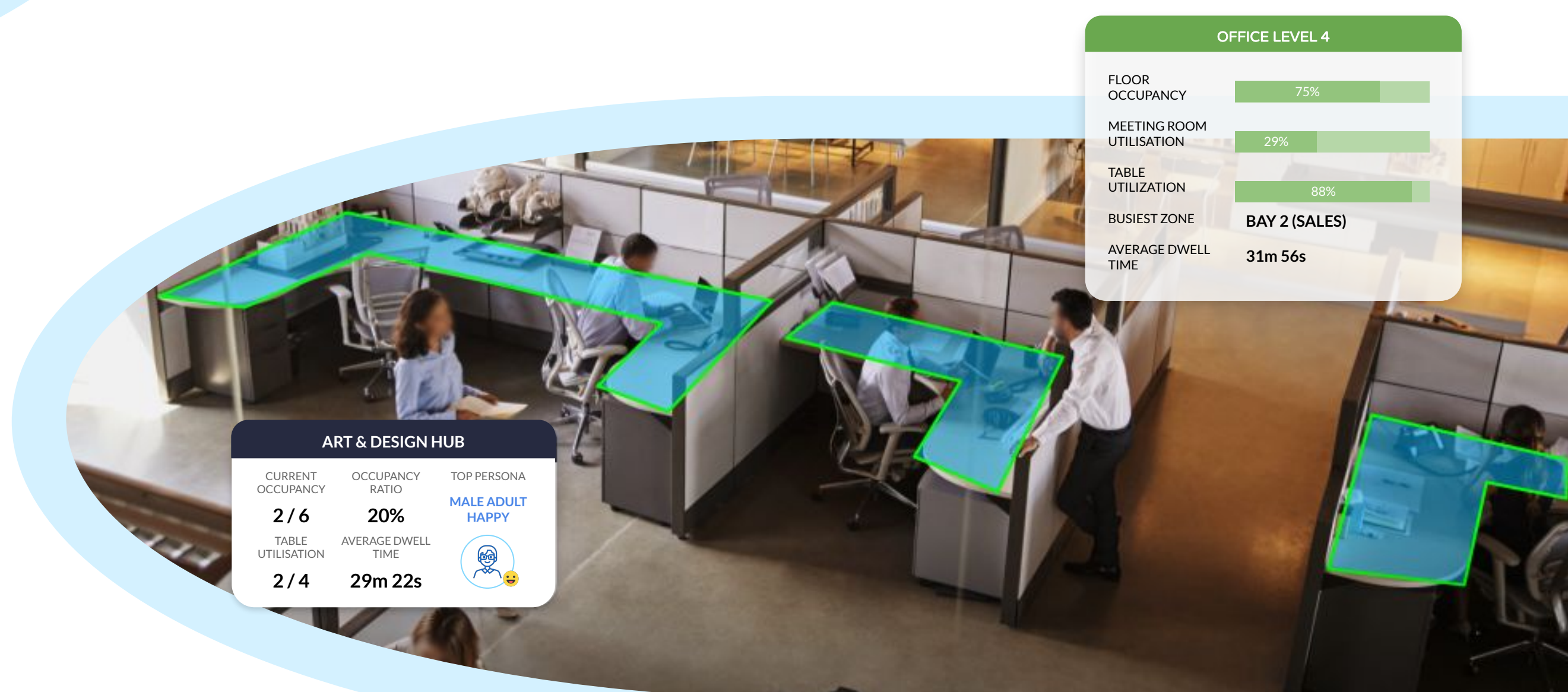
PREMIUM

## Space Utilisation

Combining real-world and synthetic data, we train our AI model to recognise tables, chairs, or laptops and track human-to-object interactions in generating richer space utilisation insights.



**OFFICE LEVEL 4**
FLOOR OCCUPANCY 75%
MEETING ROOM UTILISATION 29%
TABLE UTILIZATION 88%
BUSIEST ZONE BAY 2 (SALES)
AVERAGE DWELL TIME 31m 56s

**ART & DESIGN HUB**
| CURRENT OCCUPANCY | OCCUPANCY RATIO | TOP PERSONA |
| --- | --- | --- |
| 2 / 6 | 20% | MALE ADULT HAPPY |
| TABLE UTILISATION | AVERAGE DWELL TIME | |
| 2 / 4 | 29m 22s | |



POI MATCHED
ID # A392KJ-1012
DAVID BRIGGS
Match confidence 97.2%
Location East Wing Entrance

ENTERPRISE

## POI Tracking

Identify persons of interest from an existing database using facial recognition and verification to allow security teams and authorities to respond and act quickly.

---

# Plug-and-play AI that you can build on.

### LITE
- ✓ People Counting
- ✓ Zone Engagement
- ✓ Traffic Measurement

*Viana Lite** does not require an edge device.
*Runs on Cisco Meraki cameras.
*End-of-day reporting only.

### STANDARD
- ✓ Anonymous Audience Measurement
- ✓ Content Effectiveness
- ✓ Parking Management

+ all Viana Lite modules

### PREMIUM
- ✓ Surface Tracking (SAMiE)
- ✓ Content at the Right Opportunity
- ✓ Licence Plate Recognition

+ all Viana Lite & Standard modules

### ENTERPRISE
- ✓ Custom Use Cases
- ✓ Synthetic Data Creation
- ✓ Machine Learning Model Training

+ all Viana Lite, Standard & Premium modules

meld cx ™