



CLIENT

Visionarea

LOCATION

Siena

INDUSTRY

Building management

APPLICATION

People flow management

CASE STUDY

Viewing visitor flow at historical sites

WHEN GOTHIC GOES DIGITAL: A HAPPY SYMBIOSIS BETWEEN HISTORY & TECHNOLOGY

The Museo dell'Opera del Duomo in Siena needed a system to monitor the visitors present in each area of the museum complex – in real time. The ticketing and surveillance staff wanted to manage visitor flow by efficiently staggering the entrances in an orderly and planned manner. Xovis 3D sensors offer a highly accurate count and the ability to provide real-time data for any given passage. Paired with its unobtrusive design, the Xovis 3D sensor has made sure to match all the museum's exigencies. Thanks to the fact-based insights, people flow can be quickly and effectively managed by the museum staff, providing a much smoother and satisfactory experience to visitors.

THE PEOPLE COUNTING COMPANY

For more than 10 years, Visionarea has been specialized in People Counting Systems for the detection and interpretation of traffic data of all areas with high pedestrian traffic and passages such as shops, shopping centers, museums, fairs and real estate. [Visit the Visionarea Website](#)



One of Duccio di Buoninsegna's masterpieces: the glorious stained-glass window. Shown in the Duomo in Siena, whose hall is one of many areas managed with the relentless help of Xovis technology.

CHALLENGE

As a venue with elements of high architectural and cultural value, the chosen hardware needed to be very discreet in order to reduce its impact on the environment and not take away from the beautiful facade.

Parts of the staffed environments have very limited capacity and counting-accuracy close to 100% accuracy is of the utmost importance. Furthermore, having real-time data is an extremely important necessity as well for this use case.

Only by meeting the aforementioned requirements can the final solution be of use for the museum, thereby guaranteeing both efficiency and security for visitors and employees alike.



CASE STUDY

SOLUTION

Visionarea's solution, powered by Xovis technology, has the capability to match all the venue's requirements. Having the unobtrusive Xovis 3D people counting sensors at each passageway ensures the gathering of significant data at the right areas.

For the museum complex to be in actual control of their people flow, Visionarea's solution uses a browser-accessible interface. Thanks to Xovis technology providing data in real time, the Duomo di Siena can efficiently manage the coupled alert system and analyze historical count data.

Thanks to the synergy between Visionarea and Xovis, the Duomo di Siena has an installation that will guarantee a reliable and satisfactory solution for many years to come – making history for tomorrow.

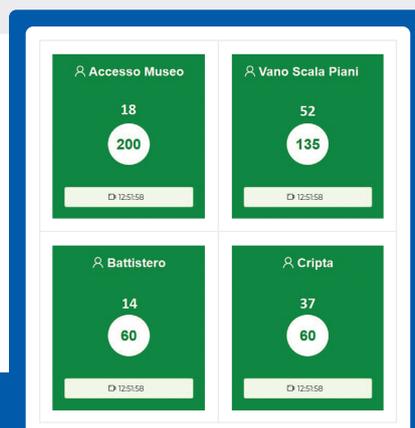
Take a peek at how we're rethinking people flow. www.xovis.com/en/company – We are here for you.

Please contact us: retail@xovis.com

BENEFITS

Thanks to the information gathered with Xovis technology and its integration by Visionarea, the client has been able to profit from more efficient staff management and, in turn, has been able to provide a smoother and more pleasurable customer experience.

Visitor flow has been much more malleable, which lead to a reduction of "bottleneck" situations. People flow management provides a tool to minimize cumbersome queues and gatherings in spaces where many art pieces are exhibited, allowing for unobstructed viewing of each delightful work of art.



This is a glimpse of the solution's dashboard at the Museo dell'Opera del Duomo in Siena powered by Visionarea. From the entrance to the crypt, Xovis sensors have you covered.

www.visionarea.net

How does it work?

Xovis technology bridges the gap between conventional people counting and comprehensive in-store analytics. In times of a global pandemic, the 3D sensors become an elementary component in protecting the health of people on the move. Xovis provides a powerful tool for streamlining people flow in shared spaces, optimizing staff and infrastructure planning for businesses and ultimately increasing customer satisfaction and operational efficiency.

THE XOVIS PORTFOLIO

The Xovis PC-Series is the most complete portfolio of 3D sensors on the market; it masters people counting and people flow measurement challenges with Swiss precision, indoors and outdoors. Xovis 3D sensors have a wide angle of view that accommodates the architecture of any building. Mounted on the ceiling, one sensor covers up to 100 m² or 1100 sq. ft and works from 2.2 m/7.5 ft all the way up to 20 m / 98 ft high. The unique multisensor technology allows the user to seamlessly cover large areas. All sensors run on Power over Ethernet (PoE), aka combining data and power in one cable, plus they have a mean time between failures (MTBF) of 25 years.

Xovis has developed AI extensions like Face Mask Detection, Gender Recognition, Staff Exclusion, Group Counting or View Direction to further enhance in-store analytics. The Xovis Cloud allows the user to flexibly manage all sensors, even activating AI extensions on demand. Xovis has supplementary hardware devices for in-store analytics in large areas with up to 200 sensors and software modules, like queue management and waiting times.

INTEGRATION MADE EASY

All Xovis sensors have an integrated setup wizard and a user-friendly WebGUI for an easy and fast initial setup. The sensor firmware enables the designation of up to ninety-nine counting lines and dwell zones per sensor as well as the setup of a multisensor with up

to nine sensors to track object coordinates continuously through large areas. No additional hardware or software is required. Xovis 3D sensors can easily be integrated into an existing software environment and third-party applications via state-of-the-art APIs.

UNMATCHED ACCURACY

A cutting-edge firmware provides high-resolution 3D images with unrivaled precision, guaranteeing maximum insight. Individuals can be tracked through large areas without collecting personal data, ensuring people are recognized as distinct from one another even in densely populated areas.

Xovis 3D technology does not depend on signal-emitting devices and handles external influences such as fluctuating light and heat conditions without wavering from its task. A minimum light source of just 2 lux is required. The embedded data processing occurs in real time, providing actionable and swift information.

DATA PRIVACY & SECURITY

Data privacy with Xovis is a certainty. Image processing is performed on the sensor, so no images leave the sensor and data privacy is guaranteed. Only a data push of coordinates, representing a person, is sent out. The sensor provides a range of tools for data protection and secure network settings.

For more information about Xovis Retail:
www.xovis.com



ABOUT XOVIS

Xovis is an international market leader for intelligent people flow solutions and meets challenges in retail, transportation, building management, at airports and public spaces. The insights gained from people flow measurements enable Xovis clients to improve the customer experience and their overall performance.

Founded in 2008, Xovis has evolved from a three-person start-up to a dynamic company with over 100 employees. Xovis is headquartered at the gates of Switzerland's capital and has branches in both USA and China.

XOVIS
Rethinking People Flow