Learn How And Where People Spend Time In Your Space

**Retail**

Simple door counters reporting ins and outs no longer cut it. Savvy retailers, such as one of the world’s largest smartphone manufacturers, use LRM in their retail stores to reveal revenue impacting truths.

- Accessories sales for this year are lower than expected. Could re-locating them help?
- Are people noticing and spending time at the new showcase in the entrance? Is it impacting the customers journey through the store?

**Airports**

The largest airports in the United States monitor passenger movement and wait times at each touchpoint in a passengers journey e.g., check-in, security, and immigrations. The collected data is used in a myriad of ways, from internal audits and real-time operational feedback, to data resale. The combination of the low capital cost of deployment and accuracy make LRM the de facto choice for airports. Unlike competing solutions, sensors can be deployed within hours, in any space, regardless of any shape, size, or infrastructure requirement.

**Conventional Centers**

Belgium’s biggest exhibition center welcomes over 2 mil visitors a year. Given the scale, they require LRM to help find new avenues for operational improvements and revenue generation. With LRM, the venue owners are now optimizing staffing and security at the entrances, and parking lots for each trade show, based on real-time traffic. Also, for a small fee, owners are offering show organizers, booths owners, and advertisers, a deep understanding of the show’s attendees. This leads to better sales and marketing outcomes for exhibitors, and justifies their initial investments.
OPTIMIZE

Use Real-time And Historical Insights To Drive Changes

Retail
Retailers use LRM to test store layouts and redesigns at speeds never possible before. Now, within two weeks, a retailer can setup, test, and get the results of any modification. They can compare historical movement and dwell time patterns, against new ones, using heatmapping and path analysis reports, and calculate the exact lift resulting from the change. This equips retailers with the ability to make quantifiable data-driven decisions as opposed to instinctual ones.

Cinema
Today’s movie theaters make money through concessions sales, not tickets. Managing queues, and ensuring movie goers aren’t forced to choose between popcorn or missing part of the movie is of paramount importance. Operators at theaters in LA, Dallas, and New Delhi use LRM’s text based alerts to be notified if queue lengths and wait times exceed a threshold. In response, managers deploys additional staff to speed up queue processing and protect their bottom line.

Airlines
Airlines are integrating LRM technology directly into their apps and workflow as they try to differentiate from the competition and look for new revenue streams. At DFW airport, vision sensors above the jet bridge monitor the boarding process and signal to gate agents when the jet bridge is ready for the next group of boarding passengers. Elsewhere, airlines are testing the integration of check-in queue lengths and wait times directly in their mobile apps to offer new products such as on-demand check-in priority passes.

The checkout counter is busier than normal. Additional staff to the 2nd floor sales counter.
When a venue has a large crowd of attendees, crowd-management is important for not only the overall experience, but also operational efficiency and safety. Large venues such as exhibition halls, airports, and shopping malls are using LRM’s data and Ad Server to encourage people to different parts of the space depending on real-time data. At one airport, officials have programmed their signage to display instructions to use the additional check-in counters at the other side of the terminal, whenever the crowd crosses a critical threshold.

Supermarkets
Smart retailers understand two very important facts. First, only 1/3 of in-store purchases are pre-planned. Second, product placement is the difference between selling few or many goods. LRM’s Ad Server uses data to push messages to customers at various points in their journey. Messages can be selectively directed at differing demographic groups, sequenced to reinforce brand loyalty, or contextually targeted to encourage additional spending. All of this is possible given LRM’s ability to precisely know who is in front of a screen, and where they have already been in the store.

Ridesharing Companies
Ridesharing companies, such as Uber and Lyft, lose money and frustrate their customers when passengers and drivers struggle to find each other at venues, such as LAX. By integrating LRM’s beacon technology into their apps, rideshare companies know exactly where their passengers are at all times and use that information for the following:

- Internal navigation directing passengers to the right place
- Improving driver and passenger matches based on the passengers exact location in the venue.

Large Venues
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ATTRIBUTE
Assess The Success Of Your Campaign And Further Refine

Path Analysis

Heatmaps

Real-time Analytics

Ad Reporting
Sensors
- Plug and play
  - Ethernet, WiFi, or LTE connectivity
  - Minimal positioning limitations and capital investment
- Accurate and low-cost real-time sensors
  - Processes and uploads data every minute for real-time insights
  - ± 2 meter positioning accuracy & 98% of wait times are within 2 minutes of ground truth
- Secure
  - All PII is processed in memory, de-personalized, and immediately deleted

Analytics Engine
- Ingests real-time, delayed, and offline data
  - LRM IAP, Cisco Meraki routers, Axis cameras, and more
- Processes and correlates data across sensors
  - Join data from like sensors and correlate differing inputs based on location, time, and more
- Analyzes data to produce insights
  - Historical, real-time, and predictive metrics resulting from all data inputs and sensors
- AI and ML constantly compare outputs with ground truth, adjust algorithms, and calibrate sensors

Ad Server
- Data-first architecture brings revolutionary control and transparency to marketers
  - Schedule and target campaigns using the LRM Analytics Engine: headcount, dwell time, customer path, new or returning visit, etc.
  - Understand true lift and directly attribute visits to campaigns
- Real-time content manipulation for on the fly optimizations
- Little to no infrastructure cost
  - HTML5 based player works with existing CMS networks and can takeover part of or the entire playlist

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