

key facts

- The system uses **AI technology** to analyze the **Wi-Fi activity** over the immediately preceding five-minute period.
- An alert is generated when the Wi-Fi activity in a specific zone is **higher than normal**.
- The level of Wi-Fi activity correlates with - but is NOT equal to - the number of visitors.
- It is currently not possible to do real time analysis of the number of visitors, due to **GDPR**. This could however change in the future, if aligned with our anonymization processes
- The sensitivity of the Crowd Alert System can be adjusted by changing the **threshold** and the **snooze period**.

the method

- 1 Through continuous analysis of the Wi-Fi activity over the immediately preceding couple of weeks, **the system learns** about normal levels of Wi-Fi activity.
- 2 Using **machine learning algorithms**, the system establishes a baseline that will **change and improve over time**.
- 3 Different **weekdays** and different **hours** of the day each have their own specific baseline.
- 4 When the Wi-Fi activity exceeds the baseline by a certain **percentage**, an alert is generated. This percentage can be adjusted according to the wishes of the customer.
- 5 Immediately when an alert is generated, the customer is notified via **text or email**.
- 6 After an alert has been sent, the Crowd Alert System is **snoozed** for a period of 60 minutes. This snooze period can be adjusted according to the wishes of the customer.

why us?

- ★ GDPR approved by the Swedish Data Inspection authority
- ★ Robust Data & Extrapolation allows for over 99 % accuracy
- ★ Effective Method
 - 10 years of research
 - Approved by academia
 - Validated by customers
 - Statistically robust approach



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