Solution Overview

Space Utilization

Gain actionable utilization and occupancy data for intelligent space planning and corporate portfolio strategy.
Improve space utilization by understanding how every room, floor and building is used in your portfolio.

Reduce Costs
Quantify underutilized space to consolidate square footage or avoid waste in future programming.

Simplify Space Planning
Gain a central, intuitive UI to manage your portfolio and maximize for utilization.

Validate Needs
Obtain accurate data on how each room, floor, and building is used.
Current Challenges

Costly Inefficiencies
$150B worth of corporate real estate square footage is empty.¹

Poor Planning
If the size of workplaces adjusted to match changes in headcount, the Fortune 500 would save $107 billion annually, equal to the cost of 1 million employees.²

Misused Space
89% of CRE executives are not satisfied with the use of space at their company.³

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² Real Estate Employees Hunt for a Spot to Work Costs $31 million a year. https://www.cebglobal.com/blogs/real-estate-employees-hunt-for-a-spot-to-work-costs-31-million-a-year/
³ Compiled from publically available SEC reports of Fortune 500 companies 2016-2017.
Industry-leading utilization data for accurately and anonymously tracking patterns of use throughout a building.

Density provides workplace and real estate teams with portfolio-wide visibility into how square footage performs based on utilization benchmarks. Customers gain utilization data across their corporate real estate initiatives—from employee productivity and amenities, to growth and consolidation programming.

Density’s proprietary people-counting technology makes it possible to count every entrance and exit at scale—in every room, building, and floor. Teams can access a central dashboard with utilization metrics or integrate the data into their Integrated Workplace Management System (IWMS) and workplace applications.

How it works

**Easy Install**
Install Density Depth Processing Unit (DPU) over an entryway. PoE+ or WiFi and a standard outlet.

**Real-Time Monitoring**
Once installed, DPU uses Class 1 infrared lasers and computer vision to monitor entrance and exit events in real time.

**Count Every Person**
Density instantly and accurately identifies human entrances and exits without ever collecting personally identifiable information (PII).

**Portfolio-wide Visibility**
Use data on peak occupancy, predictive insights and utilization to inform plans and rationalize programming to the C-suite.
A publicly-traded design firm for workplace furniture worked with Density to measure how their spaces, and their clients’ spaces, are used.

Density’s solution included:

• Real-time anonymous people-counting of Knoll Showroom
• Adjusted conference room strategy
• Understand why employees preferred one space over another

“Our clients often struggle with how to make the best decisions and Density now helps provide clarity and transparency.”

Kylie Roth, Senior Director, Workplace Research at Knoll
Compared to alternative approaches, Density offers higher accuracy and greater flexibility.

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<thead>
<tr>
<th>Alternatives</th>
<th>Why Alternative Doesn’t work</th>
<th>Density</th>
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<tr>
<td>“Bed checks”</td>
<td>Paying people to monitor space use is expensive</td>
<td>Cost-effective; non-imposing design</td>
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<td>Break-beam sensor</td>
<td>High false positive rate — can’t measure multiple entrances and exits</td>
<td>Not fooled by groups and multiple entrances</td>
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<td>Camera with facial recognition</td>
<td>Not feasible for meeting rooms or work areas due to privacy concerns</td>
<td>Highly accurate and anonymous</td>
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<td>Desk/seat sensor</td>
<td>Not accurate for utilization of room, floors, buildings</td>
<td>Scalable for every room, floor, and building</td>
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For the past 12 years, we have been designing experiences for a variety of clients, ranging from events and public spaces to retail stores and corporate offices. No matter the setting, our goal is to create a memorable and inspiring experience. With Covid-19 disrupting the way we do things on an everyday basis, we are focusing our energy into the small things that can make us feel safe as we return to venues, stores and offices.

We’ve worked globally with brands such as Adidas, Nike, Google, Facebook, Ralph Lauren, Chanel, and Samsung. Our recent partnership with Density has allowed us to continue to design with a people first mentality.

Density is the new occupancy analytics platform. Using proprietary sensors and software, the platform accurately measures foot traffic throughout buildings. Clients use Density to reassure occupants of their safety, their experiences, and evaluate policy effectiveness and planning. Unlike alternatives—which are either invasive or imprecise—Density is both anonymous by design and the industry’s most accurate system. Together, Density’s customers manage over 100 million square feet of occupancy areas. Density was founded in 2014, with offices in San Francisco, New York City, and Syracuse, New York.

Interested? Give us a call or email us for more info.