



# INTELLIGENT VIDEO ANALYTICS FOR **COMMERCIAL REAL ESTATE**

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Transform your property into a highly efficient and functional space and maximize its' utilization and value.



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# Intelligent Video Analytics for **Commercial Real Estate**



## PROBLEMS WE'RE SOLVING:



Limited visibility into visitor behavior



Inaccurate foot traffic and capture data



Lack of real time insights for decision making



Inadequate data for labor planning and allocation

...and many more, including:

Lack of hard data to justify recommended changes.  
Limited understanding for longterm forecasting.

## HOW IT WORKS

### Security

Step beyond tedious, ineffective security camera monitoring to next stage technology. Deep North digitizes video from across your property, detects behavior and creates real time alerts that your team can address quickly and effectively.

### Systems Intelligence

Gain insight into systems across your property (lighting, HVAC, Staffing) to identify failure, risk and optimize resource management based on occupancy and traffic patterns.

### Tenant Usage and Traffic Flow

Use Deep North occupancy and traffic flow analytics to understand usage of amenities, dwell time and engagement, and enhance end-to-end experiences.

### Actionable Insight

Drive smart leasing, investment and space planning with deeper knowledge of circulation and unique asset characteristics.

## Product Features

### CUSTOM DASHBOARD

Visually track your key performance indicators to drive transparency and improve decision making.

### DRILL-DOWN ANALYTICS

Comprehensive data and predictive analytics on key property metrics helps clients realize ROI.

### ZONE LEVEL ANALYSIS

Attributes to metrics on entrances, floor levels, work places, courtyards, lobby and lounge areas, dining patio and common spaces, parking lots, etc.

### MOBILE APP

Conveniently access mobile dashboards and receive real time alerts on the go.

**Deep North's AI and Computer Vision platform provides real estate owners and operators with insights on how their properties behave in ever-changing times and aids them in implementing strategies that drive higher ROI from development investments.**

## WHO WE ARE

Deep North is an AI and computer vision company that helps enterprises achieve growth by translating video data from their physical environments into actionable insights.

Advanced video analytics can measure foot traffic, engagement, conversion and consumer experience at various locations such as retail stores, shopping centers, office buildings and warehouses. Deep North offers state-of-the-art tools that go beyond by combining sales data with video analytics to unlock superior business outcomes such as revenue growth and cost optimization.

Deep North is developed to govern and preserve the integrity of each and every individual by the highest possible standards of anonymization.

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