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TRANSFORM YOUR BUSINESS WITH CROWD ANALYTICS

WaitTime™

OUT OF LINE

content by Intel , published by CNN

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Overview

Learn more about our algorithms

A Four Key Algorithms:

- Queuing [Overhead]:
  - Organized: Stanchion
  - Belly Up: Queue
- Occupancy [Overhead]:
  - Entry / Exit
- Density [Z-angle]:
  - Massing

B Operations Dashboard

- Real-Time Alerts
- Real-Data Reports
- Historical Reporting

C Guest Experience Platform

- Crowd Intelligent Digital Display Integration
- Mobile App

VERTICALS

- Sports and Entertainment
- Retail
- Conference Centers
- Amusement Parks
- Education
- Airports
- Healthcare
- Casinos
- Public Transportation

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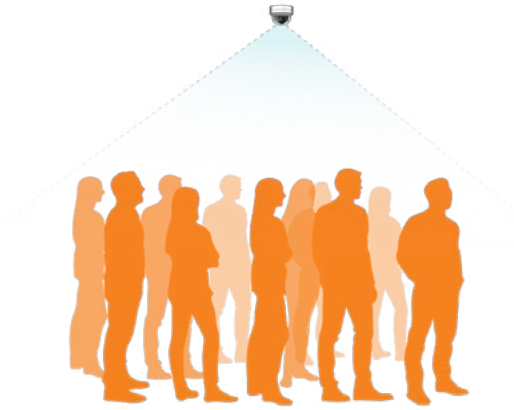
Queue Algorithm

Used for organically forming queues often known as belly up. There is a general front, or direction to queue, but there is not a defined or managed area for the queue to form.

DESCRIPTION	
Deployment	Organically forming crowds, belly up queues
Camera Mount View	Overhead
Use Cases	Belly up concessions or bars, entry gate, retail check out, ticketing counter



RETURN ON INVESTMENT

Leveraging WaitTime's queue algorithm, venues have been able to reduce gate entry times by up to 75%

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Stanchion Algorithm

Used for controlled queues that designate a defined or managed area for the queue to form.

DESCRIPTION	
Deployment	Controlled, structured queue/line
Camera Mount View	Overhead
Use Cases	Controlled concession or bar queue, security line, retail line

RETURN ON INVESTMENT

WaitTime qualitative reports indicate at least 25% of stanchion queues are not large enough to accommodate max crowd conditions, resulting in pinch points and guest confusion.

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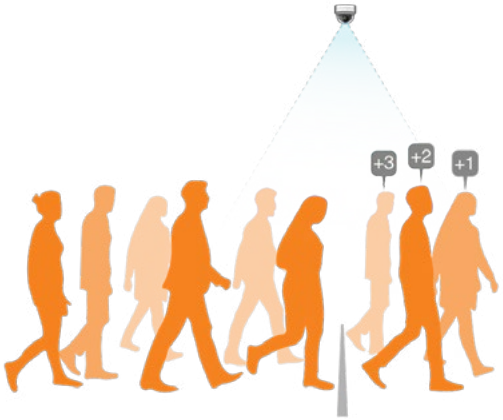
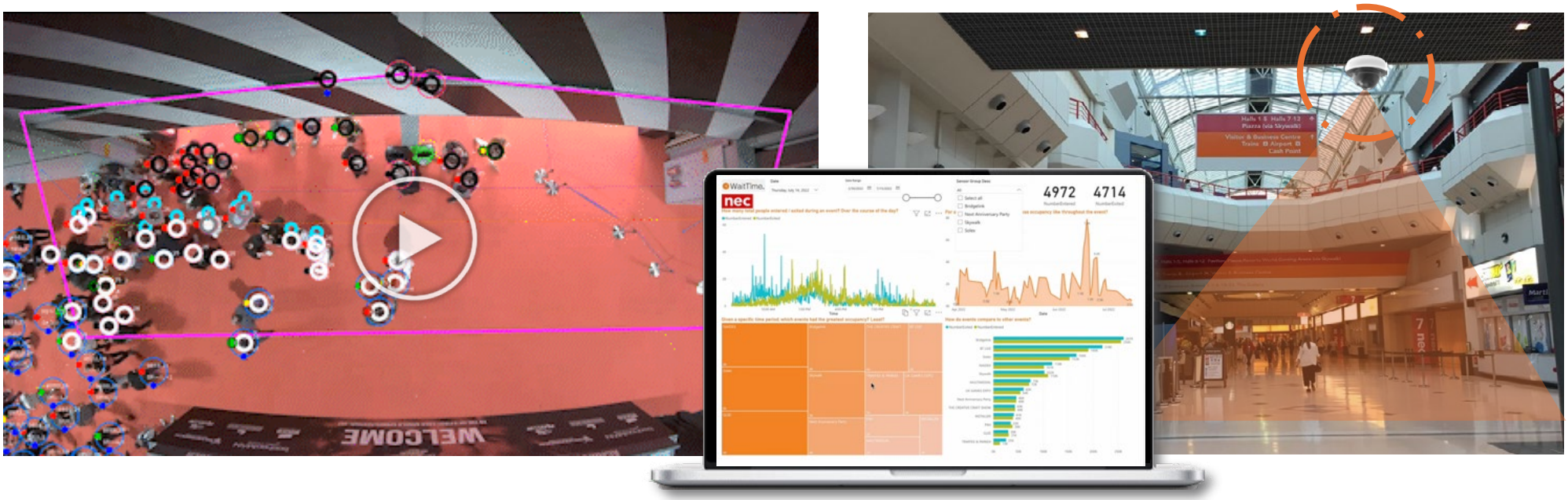
Entry/Exit Algorithm

Used for controlled queues that designate a defined or managed area for the queue to form.

DESCRIPTION	
Deployment	Occupancy, entrances / exits over a threshold
Camera Mount View	Overhead
Use Cases	Temporary event gates, tents, gravity model, conference hall entrances, retail doors and zones





RETURN ON INVESTMENT

WaitTime clients provide Analytics as a Service to their customers as a way of monetizing the WaitTime platform.

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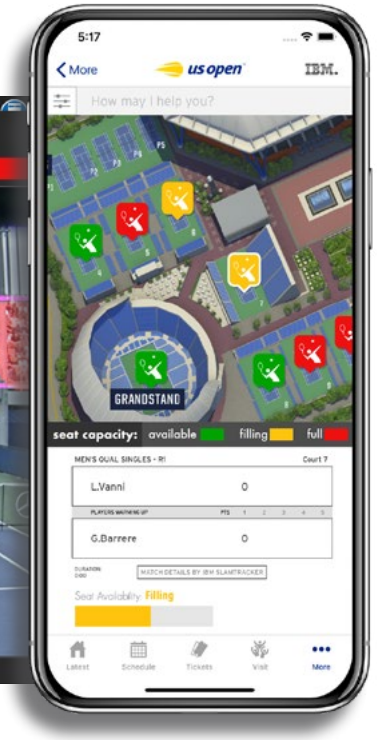
Massing Algorithm

Used for monitoring the density of an area via a percentage.

DESCRIPTION	
Deployment	Monitoring crowding as Density via %, heat mapping
Camera Mount View	Z-angle, perspective
Use Cases	Heat mapping, seating availability, existing camera views



RETURN ON INVESTMENT:
Deploy services and security in real-time based on crowd density as a proactive tool. Best algorithm for existing cameras.

Real-Time Operations Dashboard

Guest Flow Management

Venue operators can monitor crowd density and have staff redirect guests to less congested areas, reducing bottlenecks and improving guest satisfaction.

Restroom Traffic Monitoring

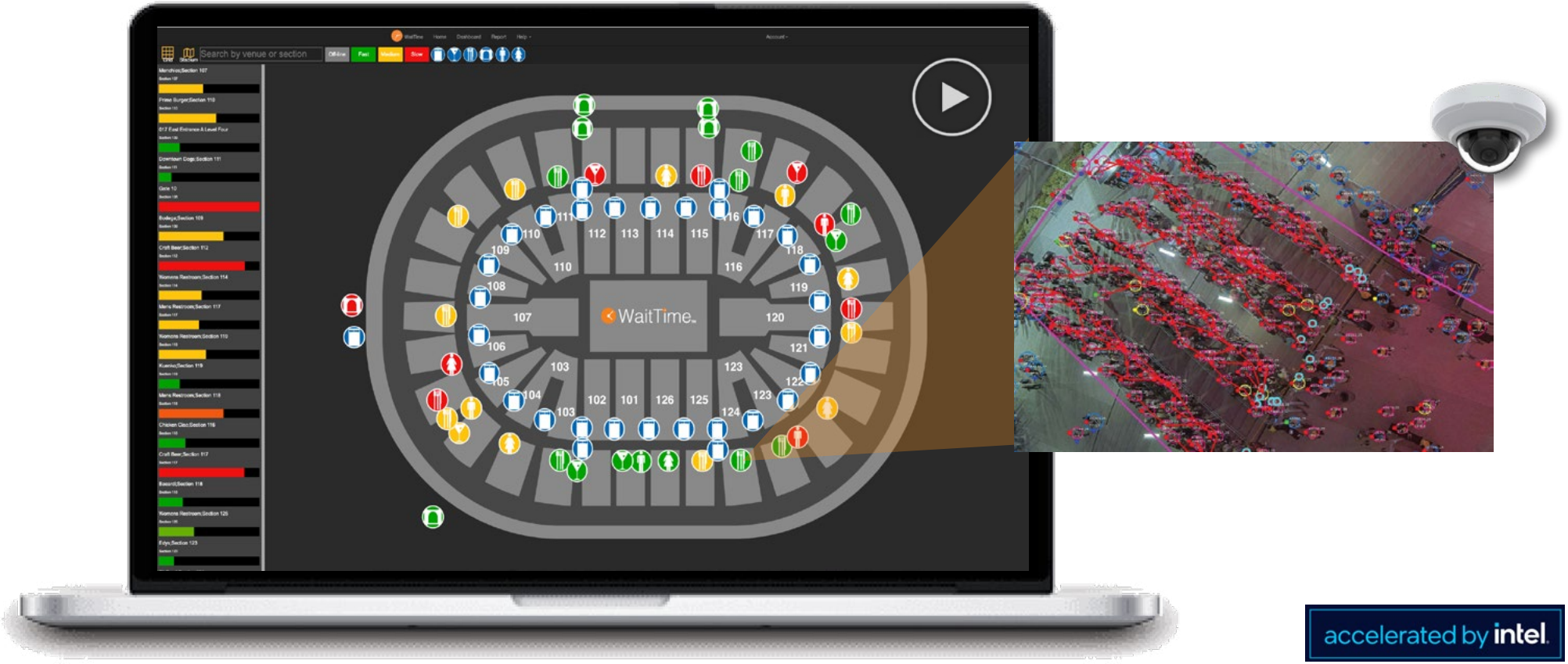
Real-time data helps identify overcrowded restrooms, notify staff of problem areas, and direct guests to nearby facilities with shorter wait times.

Concessions Optimization

Managers can reallocate staff to high-demand locations or open additional registers to minimize queues and maximize sales during peak periods.

Safety & Emergency Response

Security teams can use crowd density insights to detect potential hazards. In emergencies, staff can guide guests toward safer exits, improving evacuation efficiency.



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Historical Data - Open API

Event Performance Benchmarking

Venues can analyze historical crowd flow and wait time data across multiple events.

Predictive Modeling for Future Events

Venues can anticipate peak congestion, concession demand, and restroom usage before the event even begins.

Staffing & Resource Planning

Managers can use these insights to forecast staffing needs for future events, ensuring the right number of employees are deployed at peak times.

Operational Efficiency & Layout Design

By studying past crowd density heat maps, venues can identify consistently congested areas. Architects and operations teams can redesign layouts and add signage to improve guest flow.

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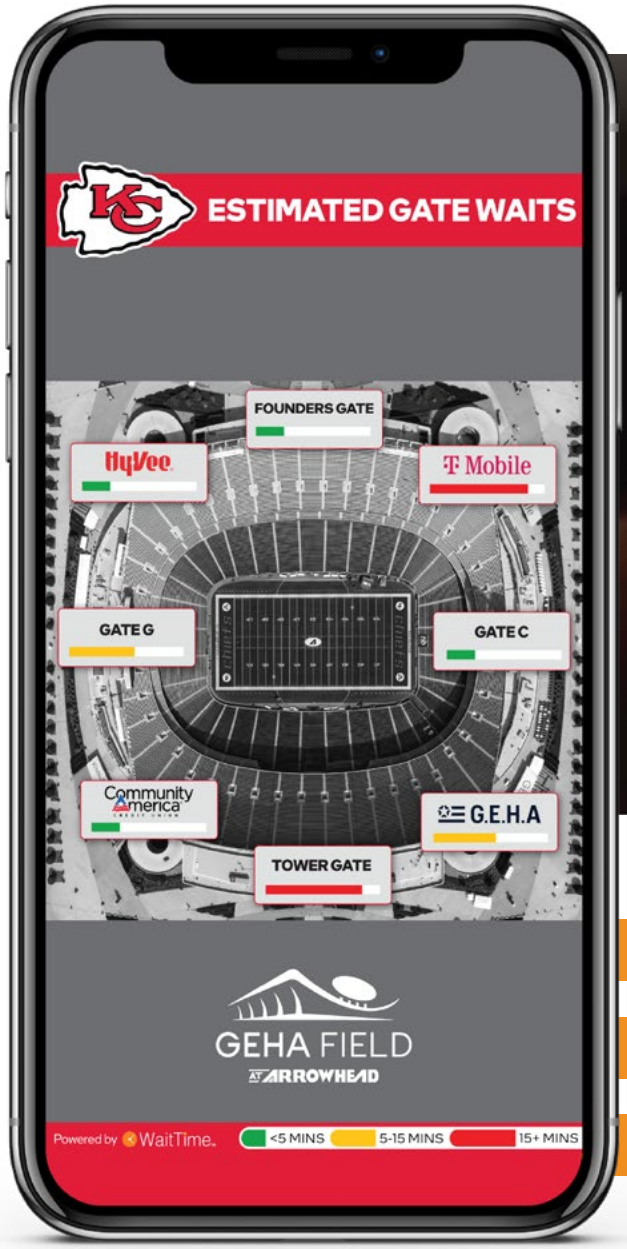
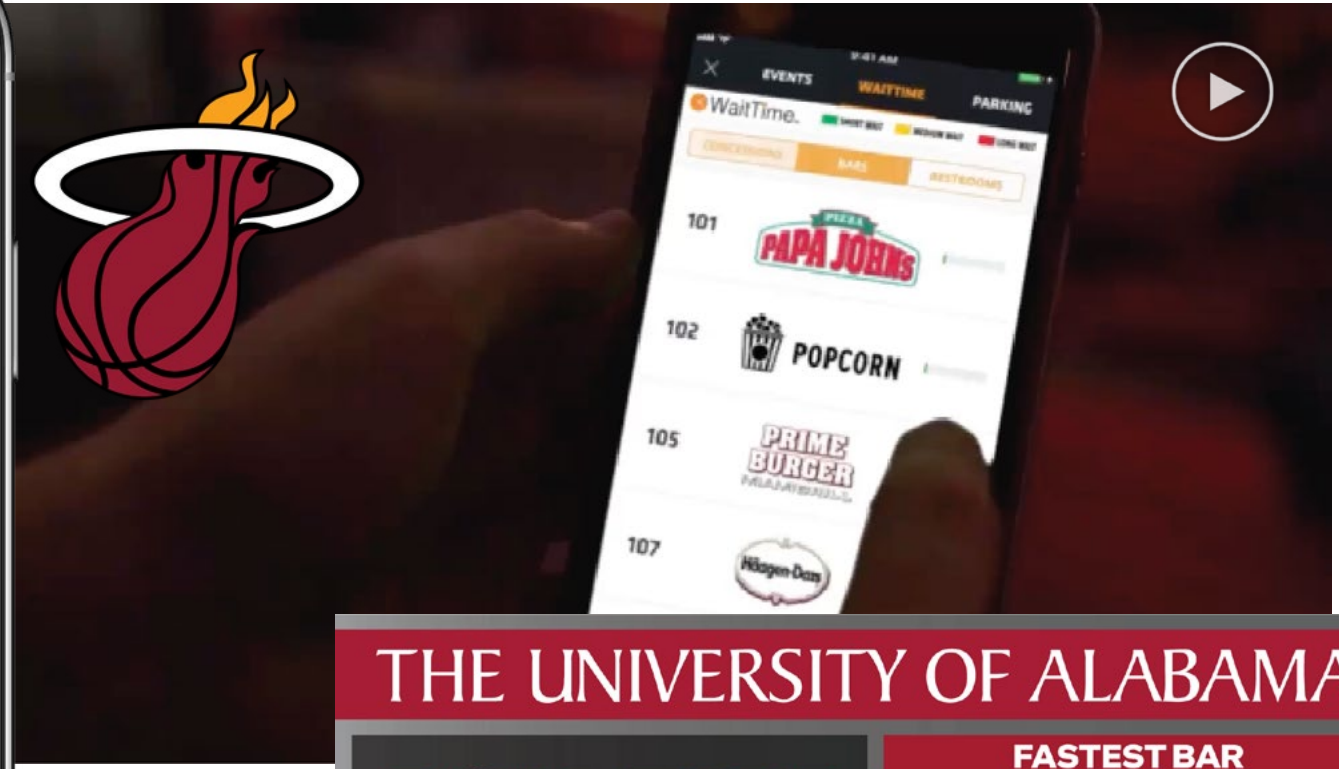
Award Winning Guest Experience



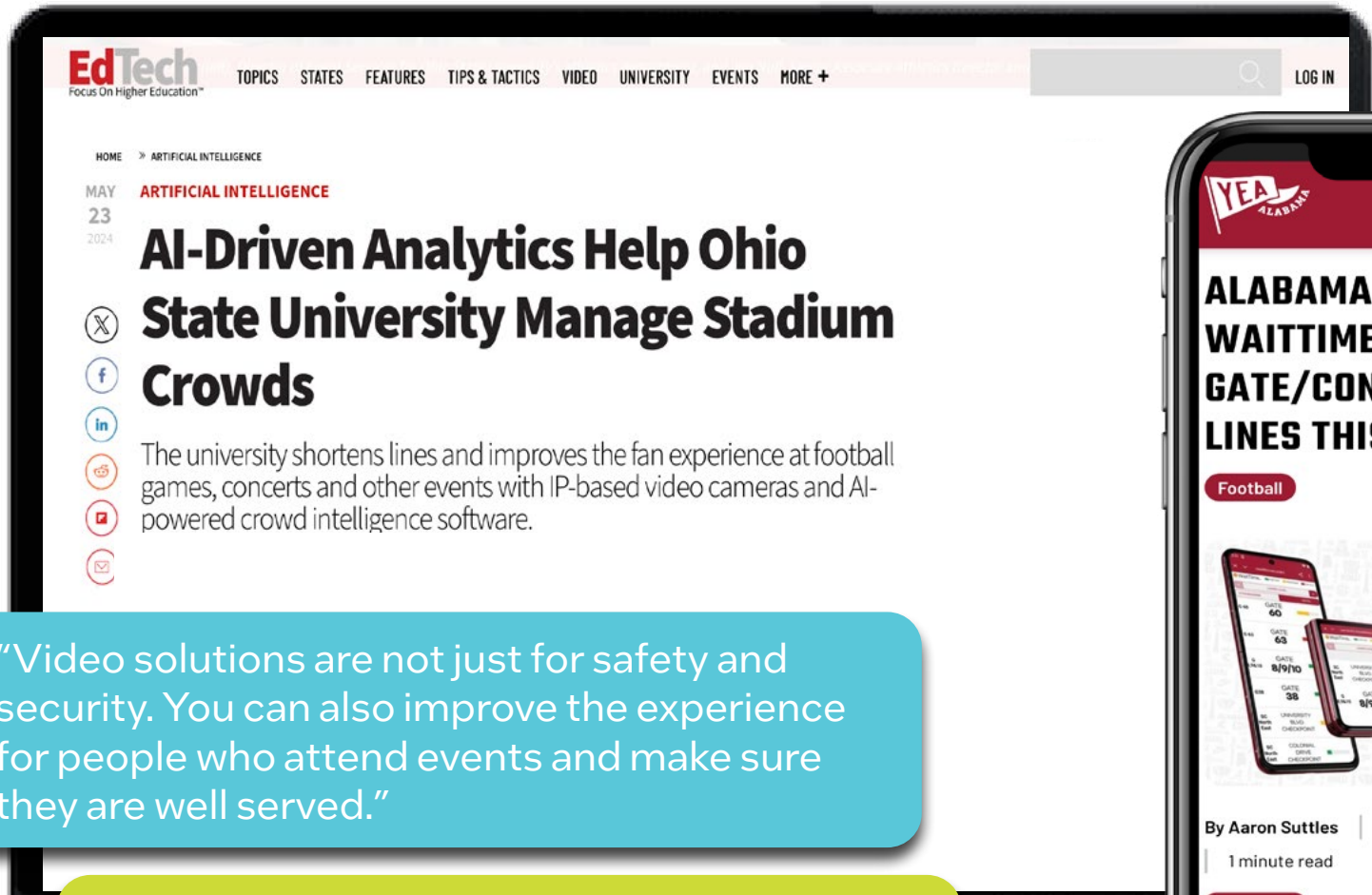


Optimized messaging

Sponsorship activation

Crowd intelligent push messages

Press



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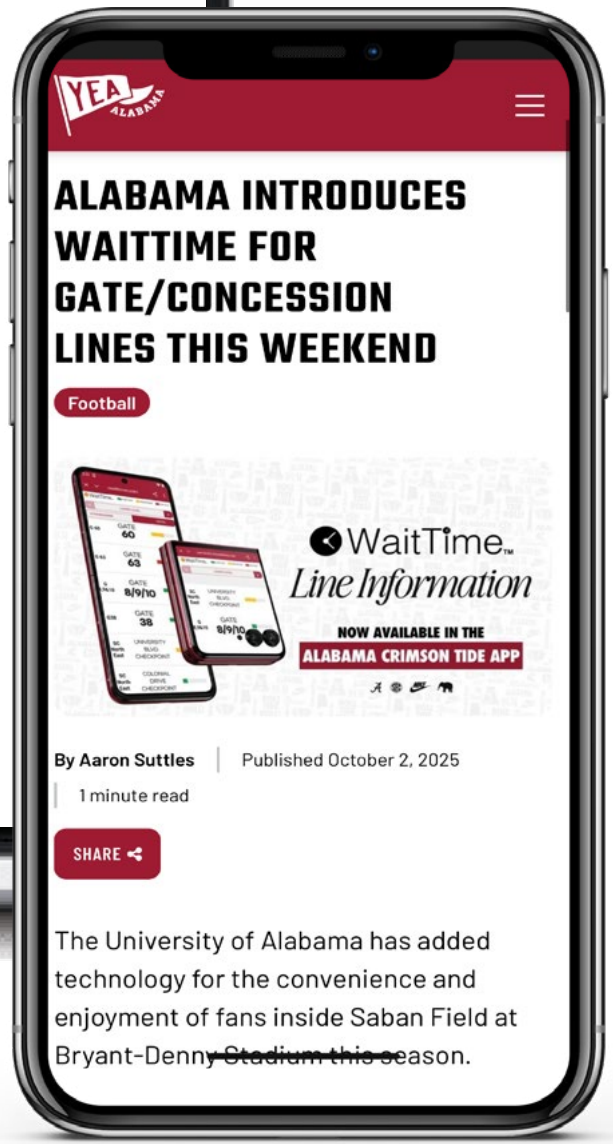
AI-Driven Analytics Help Ohio State University Manage Stadium Crowds

The university shortens lines and improves the fan experience at football games, concerts and other events with IP-based video cameras and AI-powered crowd intelligence software.



YEA ALABAMA

ALABAMA INTRODUCES WAITTIME FOR GATE/CONCESSION LINES THIS WEEKEND

Football

WaitTime™ Line Information
NOW AVAILABLE IN THE ALABAMA CRIMSON TIDE APP

By Aaron Suttles | Published October 2, 2025
1 minute read

SHARE

The University of Alabama has added technology for the convenience and enjoyment of fans inside Saban Field at Bryant-Denny Stadium this season.

"Video solutions are not just for safety and security. You can also improve the experience for people who attend events and make sure they are well served."

"There are also business-oriented benefits. You can optimize the consumption of concessions and improve revenue potential."

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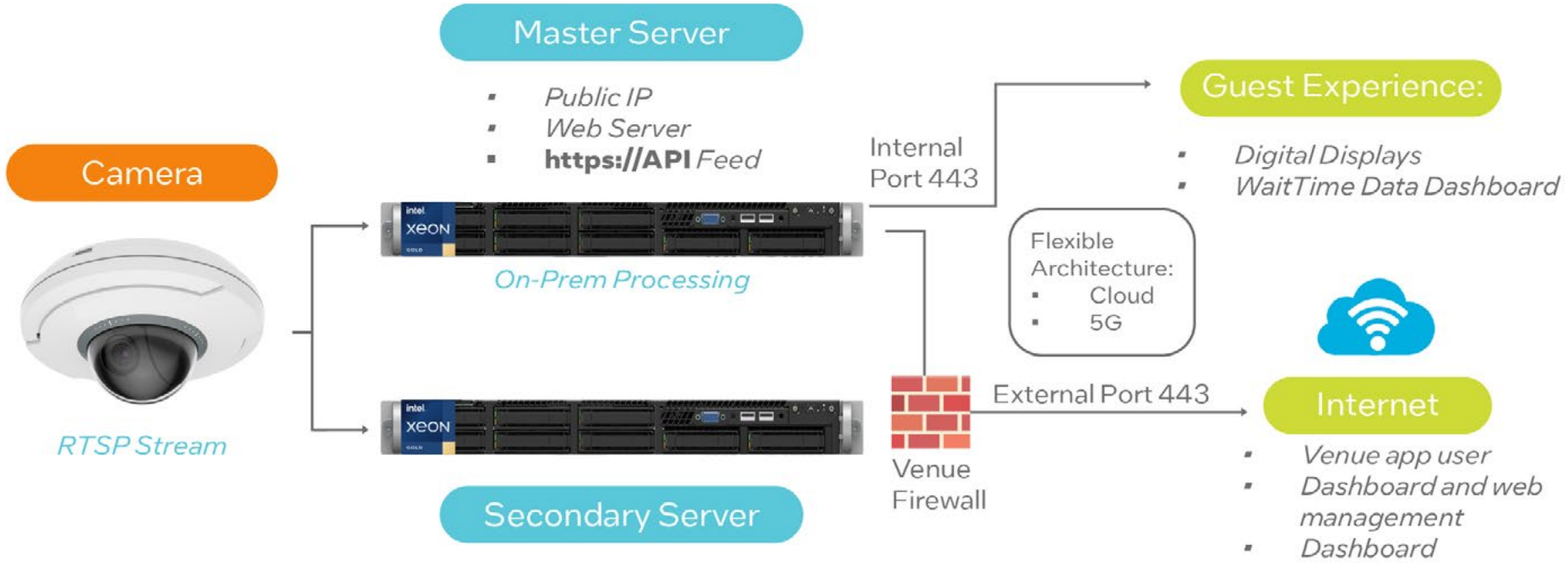
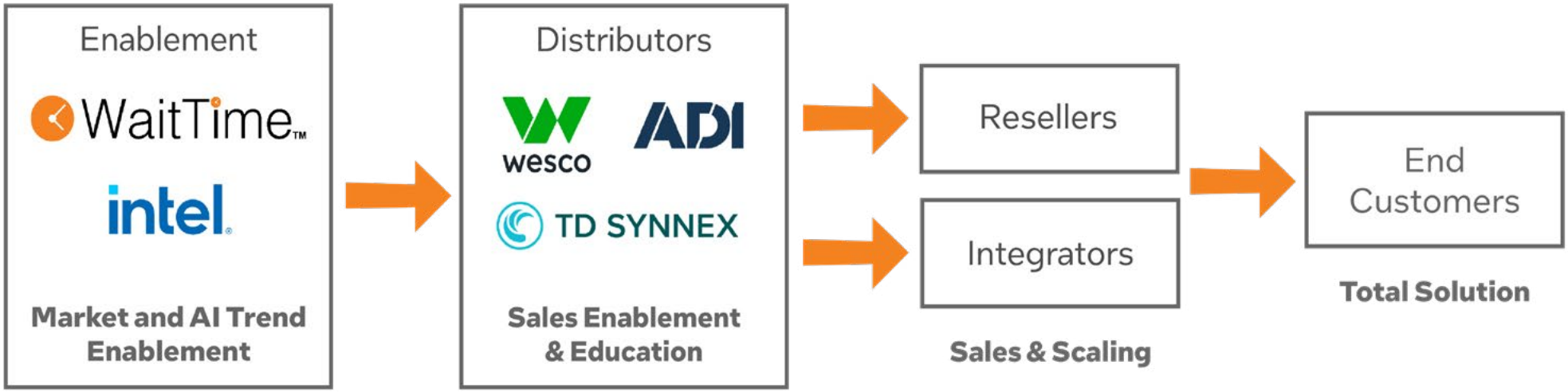
Architecture

WaitTime **leverages the RTSP feeds** from cameras and processes the video files onsite at 10 frames per second. Because the system analyzes standard RTSP feeds rather than relying on proprietary hardware, the entire solution remains agnostic and easily deployable across diverse environments.



Channel Sales Motion

WaitTime's sales motion is **100% channel-driven**, enabling resellers and integrators to embed WaitTime into their broader solution stacks, expanding their value while driving faster scalability and long-term growth.



Who do I position WaitTime with?

Director of Security

- Augments security operations with real-time intelligence
- Moves from passive monitoring to proactive decision-making
- Identifies crowd changes immediately
- Elevates the value of existing camera infrastructure

IT / CTO / CIO

- Leverage existing infrastructure (cameras + edge compute)
- Secure, anonymous AI with no biometrics or PII concerns
- Lightweight deployment, scalable across multiple locations
- Align with broader edge AI and digital transformation initiatives

VP / Director of Operations

- Real-time visibility into how the building is objectively functioning
- Optimize staffing, entrances, and flow based on live demand
- Reduce bottlenecks and improve throughput across the venue
- Run the facility based on data, not gut feel

Venue / Convention Center GM

- Holistic view of the entire operation in real time
- Balance experience, safety, and revenue simultaneously
- Make faster, more informed decisions during live events
- Elevate the venue into a modern, data-driven asset

Guest Experience / CX Leader

- Reduce wait times and friction across the entire journey
- Set and manage expectations with live wait time visibility
- Improve satisfaction scores and repeat attendance
- Turn chaotic moments into controlled, predictable experiences

Event Organizer / Show Manager

- Understand how attendees objectively engage with the event
- Optimize floor layouts, session timing, and traffic flow
- Deliver better outcomes for exhibitors and sponsors
- Use data to improve every future event

Revenue / Commercial / Sponsorship Leader

- Create net-new sponsorship inventory using live data displays
- Price assets based on actual foot traffic and impressions
- Prove ROI to sponsors with real, measurable data

Finance / CFO

- Turn existing infrastructure into revenue-generating assets
- Justify investment with both cost savings and new revenue
- Tie operational efficiency directly to financial outcomes

Marketing / Partnerships

- Understand true attendee behavior and movement patterns
- Sell smarter booth placements and premium zones
- Provide post-event analytics to exhibitors and partners
- Turn data into a storytelling and monetization engine

Facilities Management

- Align cleaning, maintenance, and staffing with real usage
- Reduce wasted resources in low-traffic areas
- Improve efficiency of physical operations

WaitTime™

THANK YOU

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