THE NEW FUTURE: SOCIAL DISTANCING MEASURES TO MITIGATE VIRUS OUTBREAKS

CRITICAL STEPS BUSINESSES ARE TAKING TO HELP ENSURE SAFETY IN THE COVID-19 ERA

CHALLENGE

The global outbreak of COVID-19 has fundamentally changed the way we interact with one another. From large concerts to a trip to the grocery store, social distancing measures are critical. As leaders are now looking at how to re-open businesses, maintaining social distancing measures are still at the forefront of people's minds and businesses need to be innovative to see this succeed.

SOLUTION

We are committed to providing innovative, mission-critical technologies that protect people and communities. Enforcing social distancing measures while in the midst of an ongoing global pandemic is an upward battle that every municipality and business is facing today. Our agile technologies have been deployed to prepare organizations to adapt to the new norm in order to facilitate proper adherence to guidelines and keep every community member safe and healthy.

Motorola Solutions' Avigilon Control Center (ACC) is an advanced, AI-enabled video management software. It is designed to surface actionable information, so facility managers can take action, when necessary.

Especially during unprecedented times, key features within the ACC™ system can help to provide an added layer of safety when it comes to social distancing efforts. To support the efforts of government and public health guidelines, the ACC system's new social distancing technology uses edge-based intelligence on our flagship H5A cameras and AI-powered video analytics to continuously monitor social distancing efforts within a site.

This new feature monitors when the distance between two or more individuals falls under the recommended threshold and for how long. The reports will allow businesses to study traffic patterns, identify hotspots, and make adjustments. They can then use this data to further protect staff and customers by taking corrective action to educate employees, modify facility layouts, and eliminate high density areas.

For example, an office building manager may have similar concerns as employees slowly start returning to their offices. In this scenario, the social distancing technology can find congested areas in the office, such as the lunchroom, where social distancing guidelines need to be more strictly enforced. Once this congestion has been identified, the office building manager can implement mitigation measures, such as a maximum occupancy and time constraints in the lunchroom area.

MOTOROLA SOLUTIONS

Motorola Solutions proudly manufactures and deploys the sophisticated, cutting-edge communications, software, video security and analytics technologies that keep communities and nations safe. We have been on the frontlines with federal, state and local governments, including in times of crisis, for over 90 years. Today, our 17,000 innovators, engineers and manufacturing specialists are eager to help address critical gaps in the availability of medical and health management technology needed to fight the COVID-19 pandemic. We are pleased to apply these innovations to our fixed video security and analytics solutions to deliver greater intelligence and stronger detection capabilities to help curb the spread of this virus.

MOTOROLA SOLUTIONS STANDS READY TO SERVE OUR COUNTRY IN THIS **MOMENT THAT MATTERS.**

Similarly, a manager of a manufacturing facility will need to ensure that employees are able to abide by social distancing guidelines, given the likely constrained space within which they have to work. Here, the social distancing technology will be able to detect high-traffic areas, perhaps where staff frequently have to walk over to discard debris. From there, the facility manager will be able to employ stricter guidelines on permitting staff to enter the waste disposal area.

Social distancing has proven to be an important practice in slowing the spread of the COVID-19 outbreak. When coupled with Motorola Solutions' Occupancy Counting feature in ACC software, organizations can more easily comply with social distancing guidelines by limiting the number of people in a facility, thereby reducing the interactions between them.

As our world slowly resumes to some form of normalcy, social distancing efforts will continue to be in place in order to mitigate the threat of a second wave of the pandemic. With the right technologies in place, your facility can do its part to support your community in this important cooperative responsibility.

In these uncertain times, a layered approach is the best strategy. Combining solutions for occupancy counting, social distancing and face mask detection efforts are essential for a depth in defense approach to limit the spread of COVID-19.

MOTOROLA SOLUTIONS