

5G Edge Crowd Analytics

Solution brief

Let guests spend more time watching the event and less time waiting in line.

Managing crowds efficiently has always been a challenge for the owners and operators of large sports and entertainment venues. Guests may miss key moments in a game or performance while waiting to get into a restroom or buy a snack.

Managing audience movement has become even more important now as venues begin welcoming large groups in a post-pandemic world where concerns about the COVID-19 virus and possible future pandemics still remain.

New technology can help your venue address those issues and give guests a better experience. 5G Edge Crowd Analytics uses Verizon's 5G Edge with Amazon Web Services (AWS) Wavelength—along with lidar and/or optical movement-tracking technology and analytics software—to help venue operators understand and guide attendees' movements.

With 5G Edge Crowd Analytics, you can provide near real-time information on wait times and social distancing intervals for entry points, concession stands and restrooms. 5G Edge Crowd Analytics can also help you drive efficiencies by tracking flow patterns within the venue.

Let guests know where wait times are the shortest and social distancing can be maintained.

How 5G Edge Crowd Analytics works

5G Edge Crowd Analytics combines cameras, lidar sensors, heat mapping and location-based crowd information with a Verizon 5G Edge mobile edge computing (MEC)-based analytics engine with AWS Wavelength.

Gain insights needed to help improve efficiency and safety at large venues.

Details on wait times and crowding—as well as wayfinding information can be delivered to guests almost instantly via digital signage. Or this information can be provided to your guests via your mobile app using application programming interface (API) integration with 5G Edge Crowd Analytics. They can then choose a less-crowded line or wait until the queue shortens.

The solution includes an operations dashboard that gives you near real-time analytics and a more detailed look at how each monitored space was used throughout an event. This can help you make data-driven decisions to improve efficiency and safety while also providing a better overall experience for guests and staff.

Ultimately, 5G Edge Crowd Analytics can lead to improvements and efficiencies that will allow for greater throughput and safer navigation at live events.

The benefits of 5G Edge Crowd Analytics

Using the power of 5G Edge with AWS Wavelength, 5G Edge Crowd Analytics can help you:



Increase customer satisfaction by reducing wait times at entry points, concession stands, restrooms and other busy areas.



Improve overall venue safety, security and efficiency by enabling you to track large congregations of people, congestion patterns and traffic flow.



Assist customers in finding their way around the venue more easily using wayfinding information.

Verizon 5G Edge solutions

5G Edge Crowd Analytics is a part of our 5G Edge solutions, which offers:

- Ease of use with simple technology integration and product bundles that can deliver the business outcomes you're looking for without the complexity you don't need
- Integration with existing screens, with Verizon providing assistance with new screens if needed
- Near real-time performance, thanks to optimization at the edge

Why Verizon

Verizon 5G Ultra Wideband is the fastest 5G in the world,¹ with low lag and massive capacity. We were the first in the world to launch 5G, and you can depend on us to continue to deliver innovative 5G solutions.

Learn more:

To see how 5G Edge Crowd Analytics can help you improve the guest experience, contact your Verizon Business Account Manager.



¹ 5G Ultra Wideband available only in parts of select cities.

Global claim from May 2020, based on Opensignal independent analysis of mobile measurements recorded during the period January 31–April 30, 2020. © 2021 Opensignal Limited.