

Digital Cities

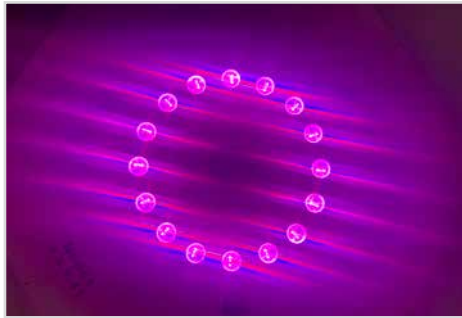
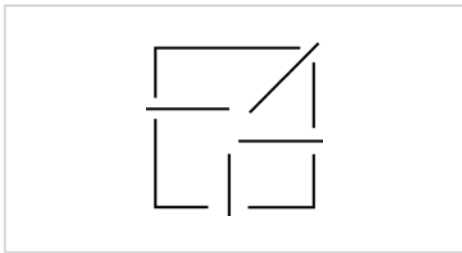
EZY-CRD-GO

Easy Crowd Guidance Optimization



STARTUP CREATION

PARTNERS: TU Berlin (Germany), Telecom Italia (Italy), Politecnico di Milano (Italy), Experientia (Italy), Fraunhofer-Gesellschaft (Germany)



EZY-CRD-GO joyful urban future

Recommendation system for secure and comfortable crowd guidance to navigate through and support exiting events. The solution consists of smart lamps that provide signals and collect data to recommend behavioral choices within a data analysis dashboard.

Over the last decades, large events have been established in all sectors (football, parties, fashion fairs, city events). In an event of emergency or simply the guidance of a crowd during an event can create panic and frustration. Since exit gates create a bottleneck for the mass of people at one point in time, a smart navigation of the crowd is necessary to offer secure and comfortable navigation. In order to reduce panic situations and increase the customer satisfaction with an event, the IoT based lightning crowd

movement solution from EZY-CRD-GO will navigate people with lights based on crowd data. We work on the success of EZY-CRD-GO for event managers and planners to increase the satisfaction and comfort during their event experience for visitors. EZY-CRD-GO helps to create recommendations for navigating event visitors and understanding the crowd movement behavior for event planners. The data analysis platform enhances efficient planning of event facilities.



THE FUTURE OF
EUROPE'S DIGITAL
INNOVATION

eitdigital.eu

[f](#) [o](#) [i](#) [n](#) [t](#) @EIT_Digital



EIT Digital is supported by the EIT,
a body of the European Union

Competitive Advantages

- User-centered mobile app solution
- Modular and flexible features
- simple dashboard for operators
- Combination of hard- and software

Target Markets

- Event organizers
- Venue owners
- Security manager
- Municipalities
- Facility managers
- Architects and engineers

Status/ Traction

- Stakeholder analysis
- Pilot test in distinct pilot areas
- Development of light-based crowd movement solution based on IoT network
- Creation of user-centered monitoring and management solution for event and facility managers to guide people
- Data Analysis and app development

Road Map

2020

- User research and scenario design
- Analytics and platform development
- Start-Up

2021

- Extension for multiple user profiles
- Improvement of reporting

2022

- Supportive integration of guiding technology

Leveraged Technologies

WiFi-based crowd density analysis. Sensor technology (lux, noise, humidity), open APIs for weather data, intelligent lights designed by TU Berlin, Institute of Architecture, CyPhyLab together with Fraunhofer Gesellschaft. Data integration architecture. Hard- and software integration. Data organization algorithms.

Contact



Liss C. Werner

e: liss.c.werner@tu-berlin.de

t: +49 30 314-26122


Strasse des 17. Juni 152
6th Floor, Room 609 | D-10623
Berlin | Germany



cyphylab.chora.tu-berlin.de/noise/

 @cyphylab

 /LissCWerner

 /company/cyphylab

EZY-CRD-GO is an innovation activity proudly supported by EIT Digital.

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.