

Anonymous Interactive Metrics System

- Attendee behavior is tracked by triangulating the location of their mobile devices
- GDPR compliant data capture solution
- Track transition of attendees from the aisle into the booth space
- Set geo-fences around product placement areas to measure what locations attracted the most interest
- Track time spent in booth overall and at each individual station
- AI engine removes booth staff and support equipment so you only see transient attendee traffic

