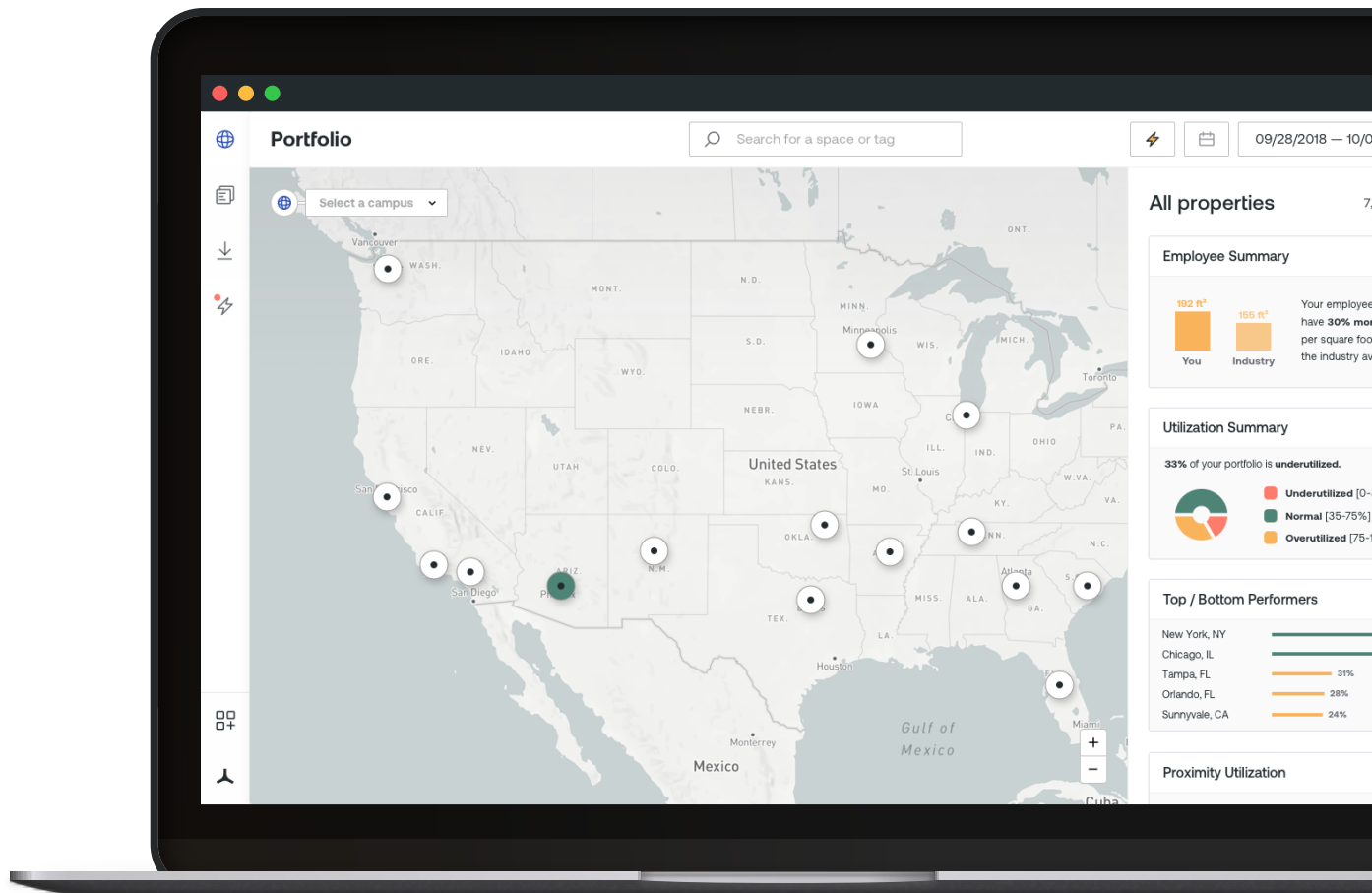


Space Utilization

Gain actionable utilization and occupancy data for intelligent space planning and corporate portfolio strategy



A publicly-traded design firm for workplace furniture worked with Density to measure how their spaces, and their clients' spaces, are used.

"Our clients often struggle with how to make the best decisions and Density now helps provide clarity and transparency."

Kylie Roth, Senior Director, Workplace Research
at Knoll










Density's solution included:

- Real-time anonymous people-counting of Knoll Showroom
- Adjusted conference room strategy
- Understand why employees preferred one space over another



Why Density?

Compared to alternative approaches, Density offers higher accuracy and greater flexibility.

| Alternatives | Why Alternative Doesn't work |  Density |
|---------------------------------------|--|---|
| “Bed checks” |  Paying people to monitor space use is expensive |  Cost-effective; non-imposing design |
| Break-beam sensor |  High false positive rate — can't measure multiple entrances and exits |  Not fooled by groups and multiple entrances |
| Camera with facial recognition |  Not feasible for meeting rooms or work areas due to privacy concerns |  Highly accurate and anonymous |
| Desk/seat sensor |  Not accurate for utilization of room, floors, buildings |  Scalable for every room, floor, and building |



About Density

Density is the new occupancy analytics platform. Using proprietary sensors and software, the platform accurately measures foot traffic throughout buildings. Enterprise teams use Density to eliminate underutilized real estate, deliver exceptional workplace experiences, and strengthen physical security. Unlike alternatives—which are either invasive or imprecise—Density is both anonymous by design and the industry’s most accurate system.

Together, Density’s customers manage over 100 million square feet of corporate real estate. Density was founded in 2014, with offices in San Francisco, New York City, and Syracuse, New York.

[Want to Learn More?](#)

[Get a Demo at density.io](#)

