

# Physical Security

Prevent tailgating and enable smarter emergency response with Density



# Combat entrance tailgating and improve emergency response with Density's real-time data platform.



## Eliminate Security Threat

Prevent unauthorized persons from accessing your facility.



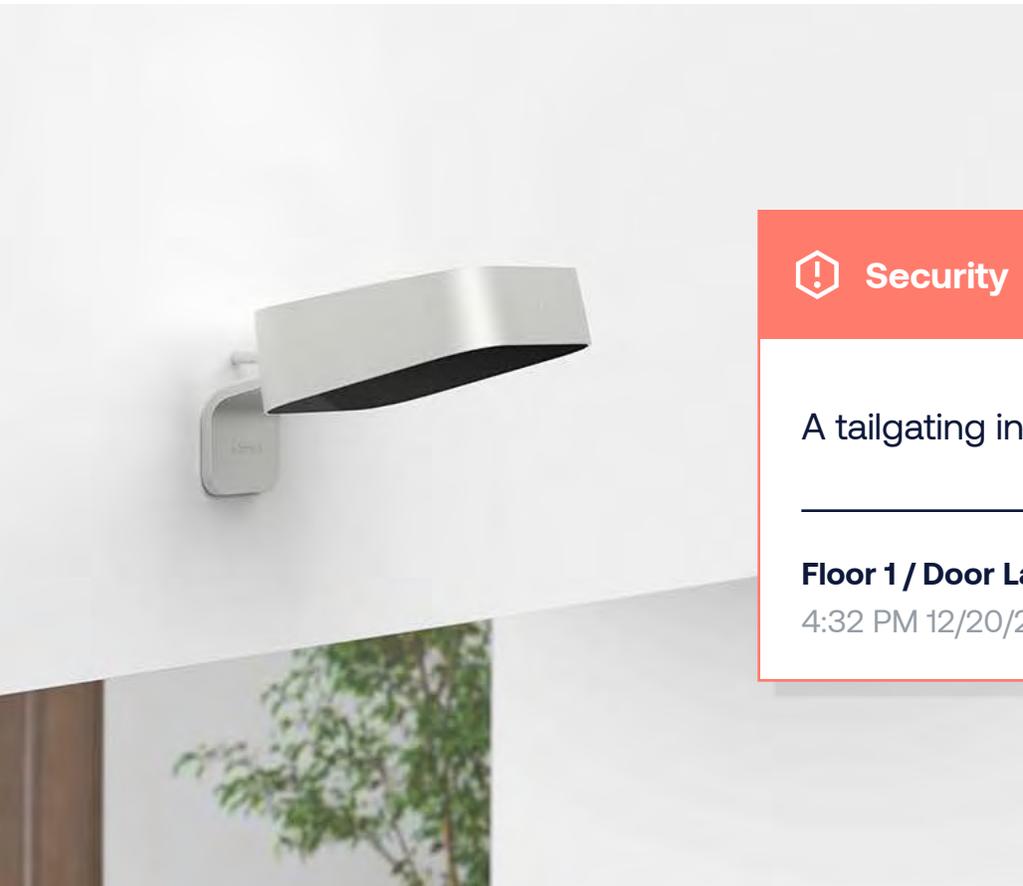
## See Real-Time Occupancy

Deploy Density building-wide to know the real-time occupancy of every room.



## Strengthen Physical Security

Eliminate known security loopholes in your physical security system.



### Security

A tailgating incident has occurred!

---

**Floor 1 / Door Lab Entry**

4:32 PM 12/20/2018



---

# Tailgating Opens the Door to Security Problems



---

## Widespread Occurrence

Tailgating occurs up to 50% of entrances.<sup>1</sup>

---

## Increasing Problem

49% of security executives believe breaches due to tailgating have increased over the past decade.<sup>2</sup>

---

## Costly Risks

41% of security executives believe the cost of tailgating to their organization is \$2M to “too high to measure.”<sup>3</sup>

---

## Exposure to Breaches

70% of security executives believe that it was somewhat likely to very likely a security breach could happen from tailgating.<sup>4</sup>

<sup>1 2 3 4</sup> Allied Barton: “Security, Resiliency & Technology (SRT) Integration Forum”  
<http://www.alliedbarton.com/Portals/0/SRC/WhitePapers/Security%20Tailgating%20-%20Best%20Practices%20in%20Access%20Control.pdf>



---

The first platform for accurately and anonymously tracking people throughout a building.

Density offers physical security teams a cost-effective, scalable solution to mitigate unauthorized building access due to tailgating. Made possible by Density's proprietary people-counting technology, the solution is easy to install and can be integrated with most major access control providers.

---

## How It Works



### Easy Install

Install Density Depth Processing Unit (DPU) over an entryway. PoE+ or WiFi and a standard outlet.

### Real-Time Monitoring

Once installed, DPU uses Class 1 infrared lasers and computer vision to monitor entrance and exit events in real time.

### Count Every Person-Entrance

Integrated into an access control, Density instantly accurately identifies discrepancies between the number of person-entrances and the number of access-badge swipes.

### Flexible Exception Handling

From sounding an alarm to flagging a timestamp in video security streams, security teams have flexible options when defining rules for real-time exception handling.



# Why Security Teams Love Density

Compared to alternative approaches, Density offers higher accuracy and greater flexibility at a more competitive price.

Alternatives	Why Alternative Doesn't work	 Density
<b>Turnstile</b>	 Expensive, doesn't work well for secondary points of ingress	 Cost-effective; non-imposing design
<b>Break-beam sensor</b>	 High false positive rate—carts, bicycles and other items cause counting errors	 Not fooled by carts, bicycles or other objects
<b>Camera with facial recognition</b>	 High error rate when faces are obscured or turned away from the camera	 Highly accurate
<b>Security Guards at every door</b>	 Expensive; not scalable; prone to alarm fatigue	 Low false-positive rate; cost-effective



---

# 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](https://density.io)

