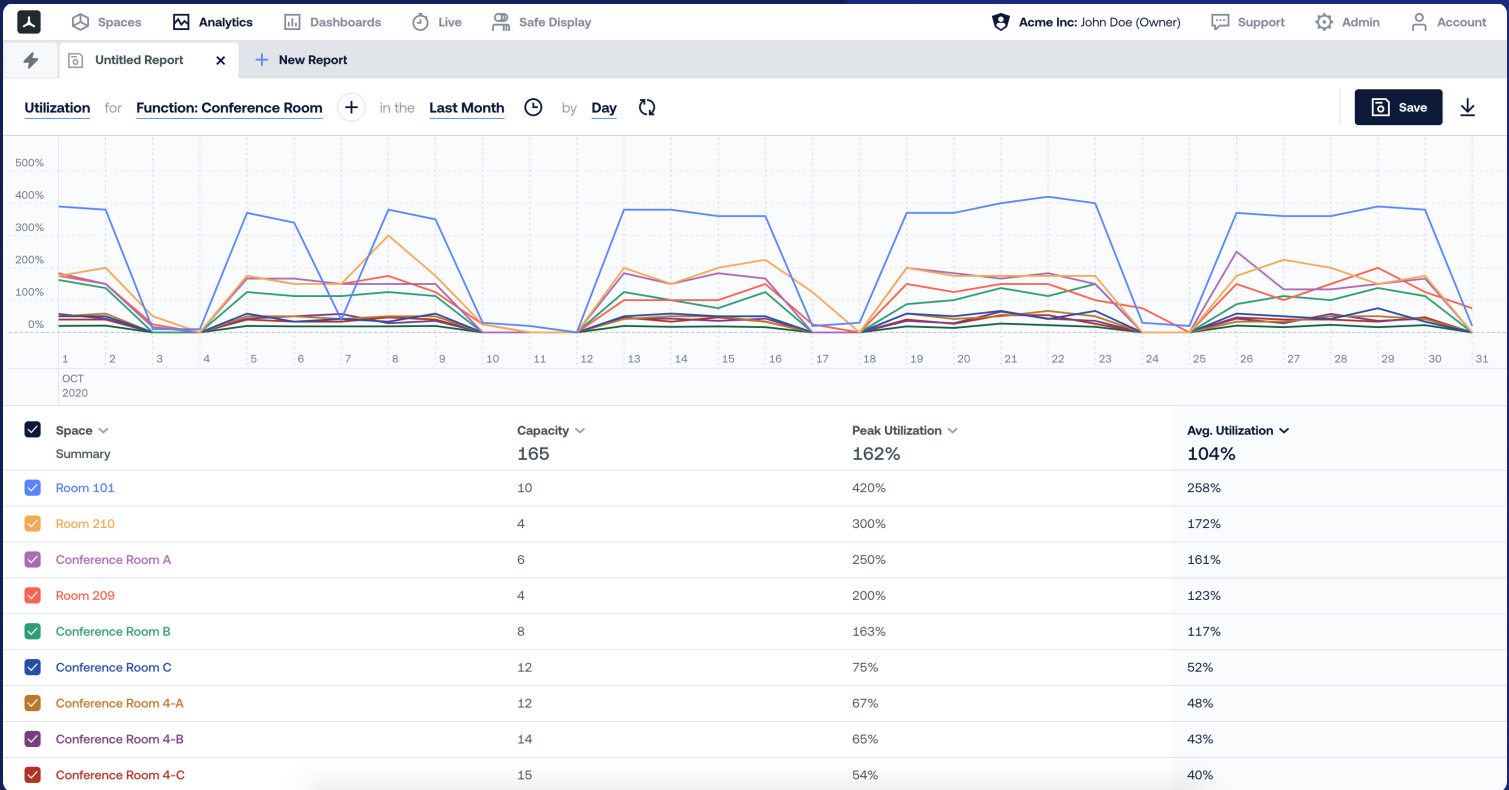




Solution Overview

# Space Utilization

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



# Improve space utilization by understanding how every room, floor and building is used in your portfolio



## Reduce costs

Quantify underutilized space to consolidate square footage or avoid waste in future programming.



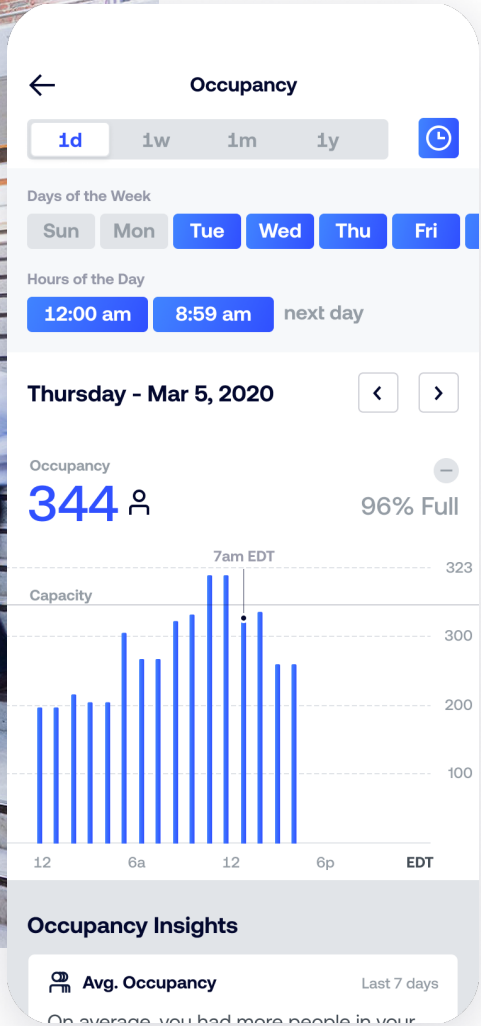
## Simplify space planning

Gain a central, intuitive UI to manage your portfolio and maximize for utilization.

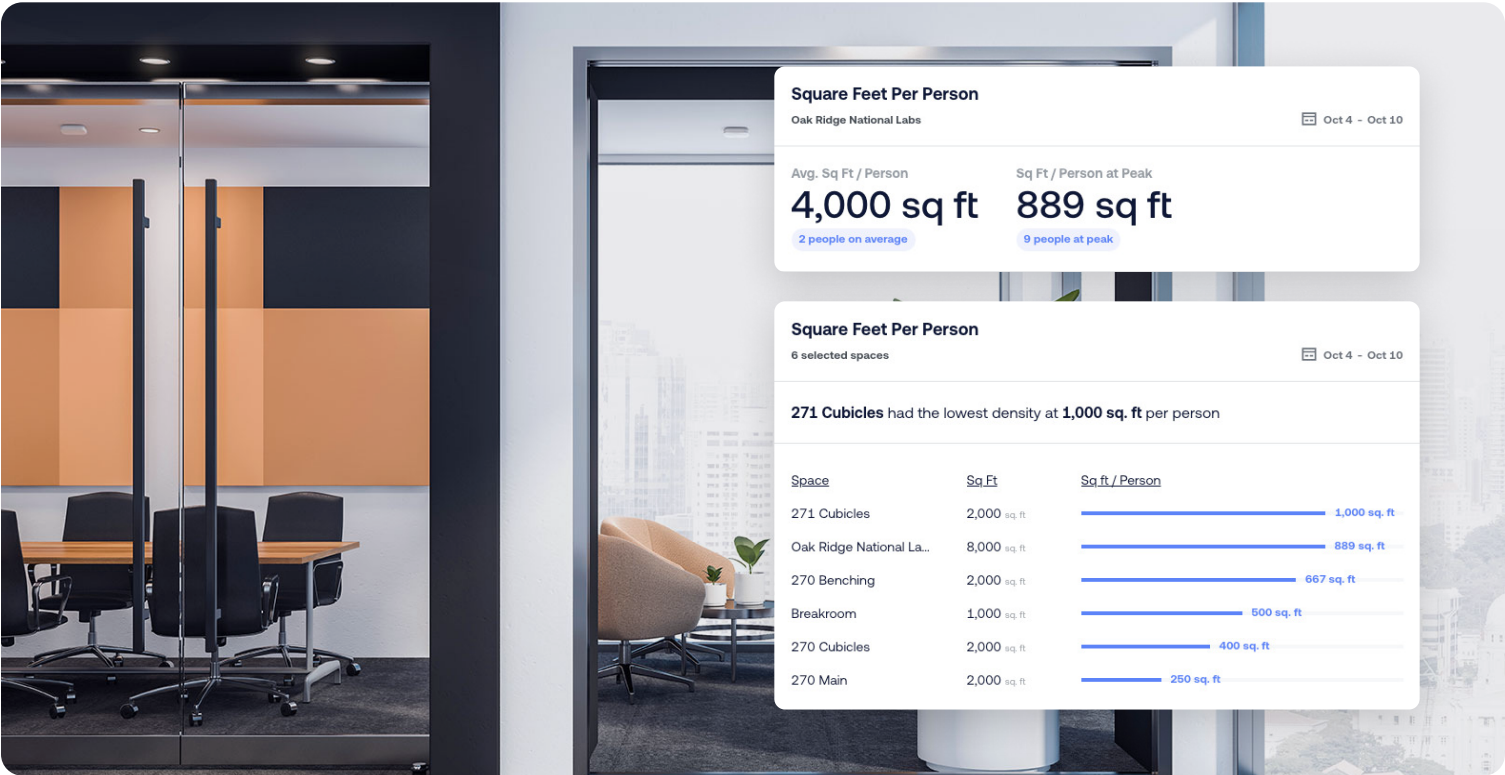


## Validate needs

Obtain accurate data on how each room, floor, and building is used.



# Current Challenges



## Costly inefficiencies

\$150B worth of corporate real estate square footage is empty.<sup>1</sup>

<sup>1</sup> CBRE Space Utilisation — The Next Frontier  
<https://www.cbre.com/research-and-reports/apac-space-utilisation-the-next-frontier>

## Poor planning

If the size of workplaces adjusted to match changes in headcount, the Fortune 500 would save \$107 billion annually, equal to the cost of 1 million employees.<sup>2</sup>

<sup>2</sup> Real Estate Employees Hunt for a Spot to Work Costs \$31 Million a Year  
<https://www.cebglobal.com/blogs/real-estate-employees-hunt-for-a-spot-to-work-costs-31-million-a-year/>

## Misused space

89% of CRE executives are not satisfied with the use of space at their company.<sup>3</sup>

<sup>3</sup> Compiled from publically available SEC reports of Fortune 500 companies 2016-2017





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## Industry-leading utilization data for accurately and anonymously tracking patterns of use throughout a building.

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Density provides workplace and real estate teams with portfolio-wide visibility into how square footage performs based on utilization benchmarks. Customers gain utilization data across their corporate real estate initiatives—from employee productivity and amenities, to growth and consolidation programming.

Density's proprietary people-counting technology makes it possible to count every entrance and exit at scale—in every room, building, and floor. Teams can access a central dashboard with utilization metrics or integrate the data into their Integrated Workplace Management System (IWMS) and workplace applications.



### 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

Density instantly and accurately identifies human entrances and exits without ever collecting personally identifiable information (PII).



### Portfolio-wide visibility

Use data on peak occupancy, predictive insights and utilization to inform plans and rationalize programming to the C-suite.



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

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## Knoll

*“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?

\$150 billion is spent annually on unoccupied space

	 Density	Cameras	Badge Data	Wi-fi Tracking	Seat Sensors	Manual Count
Accurate	✓	✓	✗	✗	✗	✗
Preserves privacy	✓	✗	✗	✗	✓	✓
Scalable	✓	✓	✓	✓	✓	✗
Robust analytics and reporting	✓	✗	✗	✗	✗	✗



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## About Density

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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**

