



# CivicVision

People insights  
that empower  
smarter, safer  
communities

Unifying advanced AI-powered analytics with versatile sensor technology, CivicVision delivers people insights that transform raw crowd data into actionable intelligence, enhancing community wellbeing, resource allocation, and supporting smarter, more responsive spaces.

## Why CivicVision

- ✓ **Smarter resource decisions**  
Use real-time and historical people insights to allocate staff and services where they're needed most.
- ✓ **Community-first planning**  
Support evidence-based urban design with accurate data on crowd flow, foot traffic, and peak usage.
- ✓ **Faster safety response**  
Quickly detect unusual crowd behaviour or rising density levels to trigger alerts and help prevent potential risks from escalating.

## How it works

- 01 Capture:** IoT sensors track real-time movement, crowd size, and flow across key points in your community.
- 02 Analyse:** AI-powered analytics identify and predict trends, triggering automated alerts to councils and communities.
- 03 Visualise:** Customisable dashboards and API integrations connect insights to your council's operations and reporting tools.

## Getting started with Ericom

- 1 Assess your desired outputs to design a custom monitoring framework.
- 2 Deploy smart sensors and communication systems with automated alerts and reporting.
- 3 Train your staff and provide ongoing people analytics consultation.

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## Technology options

**Line Crossing Sensors (NB-IoT/LoRaWAN)** Cost-effective battery-powered sensors for simple people counting in controlled environments. Easy to deploy with minimal infrastructure requirements.

**Binocular Stereo Vision Technology** Highly accurate people counting in various lighting conditions. Ethernet-powered, dual-lens camera ensures precise directional tracking. Compact form allows discreet ceiling mounting with low visual impact on visitor centers.

**Smart Device Detection** Wi-Fi/Bluetooth counters that track smart devices to measure movement and visitor flow. Delivers path analysis and dwell time insights.

**Camera as Sensor** AI-powered cameras deliver high-accuracy people counts, demographic insights, and crowd monitoring. Edge processing protects privacy by transmitting only anonymized data to the cloud.

**LIDAR Technology** Premium solution offering the highest accuracy with 3D imaging capabilities for comprehensive crowd analysis without privacy concerns. Ideal for high-security applications and complex crowd monitoring scenarios.

### AMPLIFYSENSE

Deepen your understanding of how spaces are used by delivering hyperlocal, real-time people insights into foot traffic patterns, dwell times, direction of travel, and peak usage periods. CivicVision transforms how councils manage assets, resources, and public spaces with data-driven insights.

### ABOUTUS

Ericom is a leading provider of smart community solutions purpose-built for local government. We combine cutting-edge technology with domain expertise to help you address complex challenges and deliver better outcomes for the people and places you serve.

### CULTIVATEIMPACT

With a high-resolution view of visitor movements, CivicVision's people insights help you allocate resources to maximise every decision – whether it's streamlining staffing, maintaining facilities proactively, or planning with confidence.

### NEXTSTEPS

Request a demo today and discover how CivicVision's people insights can help you create a smarter, more responsive community. Our experts will work with you to design a tailored solution aligned with your goals.



CivicVision can be integrated across diverse applications, including:

- Pedestrian traffic and pathway planning
- Parks and public spaces peak usage monitoring
- Facility use for smarter resource allocation
- Infrastructure upgrades and development
- Crowd management for festivals and events
- Dwell time tracking for strategic planning
- Tourism and visitor pattern analysis
- Occupancy tracking and proactive safety alerts
- Track journey movement across multiple locations

Let us show you how.

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