

iSQUARE Case Study

Protecting your world

Project Overview

iSQUARE is an iconic shopping mall located in the heart of Hong Kong's most popular tourist district. The mall houses some of the world's best-known retail brands and restaurants and has extremely high footfall every day as a result.

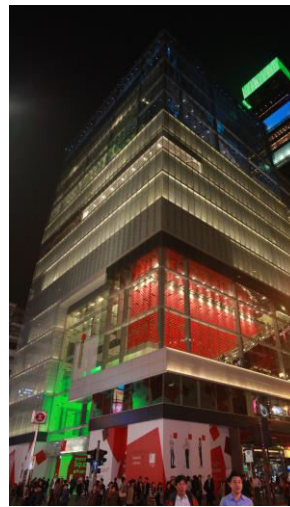
In order to maintain a high level of customer satisfaction when visiting iSQUARE, it is extremely important that the mall enables a steady and safe flow of customers through its busiest areas and efficient use of its elevators. The dining floors can be very busy with groups of diners arriving or leaving at peak periods and it is important that the elevators are able to respond to this demand.



Customer Needs

- Good management of shoppers and diners wanting to use the lifts at peak periods.
- A smart solution to allow an efficient flow of customers to different parts of the shopping mall, especially during peak times
- Ensuring customers receive the world-class experience they expect when visiting iSQUARE

Solution and Benefits



After identifying the potential problem of congestion in what is one of the busiest locations in Hong Kong's Tsimshatsui district, Chubb used its leading project management skills and expertise to identify an opportunity to deploy its CCTV and video analytics systems to automatically count passengers in the lobby and restaurant floors during peak periods of the day.

The smart elevator dispatching system uses this data to send the appropriate number of lifts to any given floor to ensure that customers do not face long waits to go to their next iSQUARE destination. This real-time analysis means that wait times are reduced by 24% and that people can move more efficiently around the building.

Chubb was able to retrofit this technology through seamless integration with sister company, Otis, which installed the elevator systems to work in tandem with the CCTV systems and video analytics capabilities.

For more information please call

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