

# SMART LOBBY

## What if technologies could be blended so seamlessly that a building lobby could be all things to all people?

Your building's lobby occupies prime real estate. Are you maximizing its value? The advent of today's Smart Lobby – a hard-working, vibrant space where varied technologies are fully integrated – brings the lobby to life and dramatically changes the user experience within a building.

Made possible by the evolution of technology, the Smart Lobby helps express a building's unique purpose and brand, setting the stage for a differentiated customer experience. Think of it as a cohesive functioning unit operating on a constant flow of data. Imagine the possibilities. What if new functionality could deliver a purposeful customer journey and a new brand experience? What if building security and safety could be enhanced? What if guidance tools could improve People Flow®?

### What is a Smart Lobby?

Today's Smart Lobby is the reflection of a holistic plan developed to stretch from the building entrance to a visitor's destination. It is a smart environment with intelligent processes and technologies. It is harmonious, precise and attractive.

The Smart Lobby is accessible in uniquely transparent ways, from egress to signage to GPS signal. It can deliver access, helping visitors feel welcomed and comfortable. It can enhance safety, tracking those who remain in the building during emergencies.

The Smart Lobby is environmentally friendly, monitoring traffic to maximize energy efficiency. It is aesthetically pleasing, a place where people want to spend time. It even creates cooperative, productive work environments with open spaces and wifi.

### Cognitive analytics help the building think

The Smart Lobby responds to real-time data through continued analysis of people flow in the building. Continual analysis of feedback ensures that systems and user experience are optimized. The building becomes a dynamic ecosystem, constantly evolving to meet changing needs. Elevator cabs, for instance, were once permanent fixtures. In today's Smart Lobby, color-changing cabs can be used to set a desired mood or accent the changing colors of nature.

People flow data analytics – monitoring both vertical and horizontal movement within the building – are an important part of the mix. Precise interpretation can deliver the best user experience, identify the best location of foot traffic, and target the best areas for revenue generation.

### Created in partnership

At KONE, we believe a Smart Lobby provides four key elements: **Improved access** with potential use of intelligent turnstiles integrated with the building's access control system; a more **functional layout** – for example, multiple meeting points that include opportunities for small networking meetings, or optimized revenue-generating retail spaces; **guidance tools** to ensure smooth and efficient flow of people; and **branding** to match an organization's unique identity.

We create a KONE Smart Lobby in a partnership with building owners. The process begins with a thoughtful assessment and detailed people traffic analysis; planning, design, implementation; and finally, management focused on a building's full life cycle, all to bring a vision to life.

Constant data analysis can ensure that the Smart Lobby is a dynamic space, one that can easily adjust to change. Using IBM Watson™ to store and collect data from millions of elevators, escalators, doors and turnstiles, KONE applies analytics tools to create deep insights in people flow. For instance, sophisticated systems could help people pre-order elevators during the busiest times of the day or accelerate evacuations during emergencies.



### FOUR KEYS TO A SMART LOBBY:

- Improved access
- Functional layout
- Guidance tools
- Brand experience

## User experience is key

When gaps in quality and communication are closed and people flow is optimized, the possibilities are endless. Through advanced technology and streamlined communication, the Smart Lobby can create a space that is efficient from a management perspective, and seamless and enjoyable for the end user. And that's no small point: Business gravitates to user experience.

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*A graduate of Washington & Lee University, **Dan Walsh** rejoined KONE in 2011 and currently serves as the Business Manager for Smart Building Technologies and Modernization Major Projects in The Americas. Dan leads KONE's major projects customer solution team as well as implementing KONE's Smart Building strategy. Previous positions at KONE Inc. included Area Offering Manager for The Americas and Regional Modernization Sales Manager. Throughout Dan's experience in the elevator and escalator industry, he has held various sales management roles serving both domestic and international markets. Dan leverages this experience to bring a strong customer centric focus to KONE's modernization business. His work has contributed to KONE's exceptional offering of sustainable solutions for the marketplace.*

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## About KONE

At KONE, our mission is to improve the flow of urban life. As a global leader in the elevator and escalator industry, KONE provides elevators, escalators and automatic building doors, as well as solutions for maintenance and modernization, which add value to the life cycle of any building. Through more effective People Flow®, we make people's journeys safe, convenient and reliable, in taller, smarter buildings. Together with our partners and customers around the world, we help cities to become better places to live in. In 2016, KONE had annual net sales of EUR 8.8 billion, and at the end of the year close to 52,000 employees. KONE class B shares are listed on the Nasdaq Helsinki Ltd. in Finland. For more information, see [www.kone.us](http://www.kone.us).