

Navori Labs Celebrated by Two Leading Industry Publications for Innovative AI-Driven Solutions

Aquaji, QL Access Control receive coveted awards from AV Technology and Commercial Integrator

LAUSANNE, SWITZERLAND, July 20, 2021 – Navori Labs, a pioneer and global industry leader in digital signage software, has been recognized by two industry-leading publications for innovative solutions powered by the company’s AI technology advances. *AV Technology* magazine has awarded its 2021 Best in Market Award to Navori’s Aquaji AI-driven marketing analytics software, while *Commercial Integrator* named the company’s QL Access Control – which enables retailers and public spaces to monitor and secure entry and exit traffic – as the 2021 BEST (Best Electronics Systems Technologies) Award winner for Digital Signage Software.

Aquaji is AI-driven marketing analytics software for brick-and-mortar stores, restaurants, shopping malls, and digital out-of-home (DOOH) advertising. It counts unique visitors and gathers data on demographics, length of stay, wait time, and attention span KPIs over segmented time slots. Offering a complete omnichannel marketing approach, Aquaji helps businesses understand consumer habits and profiles and creates new opportunities for growth through stronger visitor engagement, all while building a smarter, more comprehensive business intelligence ecosystem.

The *AV Technology* Best of Market Awards program showcases the most innovative technology from around the AV marketplace in the last 12 months, with winners selected based on merits of innovation and performance.

“It’s an honor to recognize the ongoing efforts by the industry’s brilliant engineers to push the limits of what’s possible with technology,” says Matt Pruznick, editor of *AV Technology*. “The need for solutions to help us connect creatively has never been greater, and it’s been incredible to see the progress in the evolution of these leading companies’ offerings. Congratulations to our winners!”

QL Access Control was developed in response to the Covid-19 crisis as an add-on to Navori’s QL digital signage software. Powered by Navori’s Computer Vision AI technology, QL Access Control helps retailers, venues, and attractions comply with the latest health regulations. Real-time analysis includes density monitoring and whether or not visitors are wearing protective masks, all while maintaining visitor privacy. The system can monitor multiple entry points simultaneously and allows users to adjust occupancy instructions according to their specific circumstances.

The 2021 BEST Awards from *Commercial Integrator* focus on letting systems integrators know which AV products have stood out among the rest. Selections were judged individually by an unbiased panel, with scoring categories including product design and technological innovation; functional features; and the benefit that each product provides to commercial integrators.

“As businesses reopen and begin outfitting their spaces for the new normal of more hybrid, collaborative work and education, integrators will be at the forefront of that transformation,” says Jonathan Blackwood, editorial director at *Commercial Integrator*. “Understanding which products will help enable that transformation is paramount to providing the best solutions for customers. When it comes down to it, the products selected this year provide serious benefits to integrators and their customers.”

Aquaji and QL Access Control can be used independently of each other as standalone solutions or together as a complete, AI-enhanced business intelligence solution.

“For decades, Navori Labs has been developing sophisticated solutions designed to provide businesses with the insight they need to remain competitive and to continue to grow,” says Jerome Moeri, founder and CEO of Navori Labs. “The challenges these organizations face as we transition out of the pandemic are significant, and it is our mission to continue to provide them with the business intelligence they require to adapt to our continually changing environment. We are extremely proud of our application of AI technology for improving business performance, security, and customer experience, and we’re thrilled to have the recognition and support of these two respected industry publications.”

About Navori Labs

Navori Labs, a Swiss software innovator, delivers professional digital signage and AI-driven marketing analytics solutions to improve physical business performance and enhance customers’ experience. With over 20 years of experience, Navori delivers premium technologies and large-scale deployment expertise to customers around the world. Our multiplatform software uses an open architecture and is developed in-house by a team of highly qualified engineers. We offer cloud and on-premise products that are third-party certified for government and enterprise use. Our QL Software includes everything customers need to create and deploy their digital signage and play any content on any screen. QL’s intuitive user interface harnesses powerful, fully-featured, enterprise-grade CMS software. Users can manage complex content deployment scenarios effortlessly from their desktop, tablet, or phone. Aquaji software produces anonymous, comparable data including visitor foot-traffic, demographics, experience, and attention span for audience measurement. Aquaji is designed for context-aware interactive systems and can fully control Navori’s QL digital signage software.

For more information, visit www.navori.com for QL digital signage and www.aquaji.com for AQUAJI marketing analytics.

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