

CASE STUDY | CROSS BORDER XPRESS (CBX)

Maximizing Airport Operational Efficiency

The Challenge

The international border between the United States and Mexico is the most frequently crossed border in the world. In total, there are 48 U.S.-Mexico border crossings with 330 ports of entry.

Cross Border Xpress (CBX) is a terminal located in San Diego, California, with a 390-foot pedestrian bridge connecting it to the Tijuana International Airport in Tijuana, Mexico. It provides easy and direct access for ticketed passengers from the U.S. side to clear Mexican immigration and catch their flight at the Tijuana airport, and for passengers arriving in Tijuana to cross into U.S. customs and exit on the U.S. side.

CBX is open 24 hours a day, and with more than a million passengers crossing each year, it is important to ensure both a safe and efficient passenger experience, and a secure border crossing. CBX needed a real-time automated solution that could count the number of people crossing, track the time it takes to cross from one end of the bridge to the next, and identify any irregularity in passenger flow in order to alert security and operations personnel to potential safety problems, unauthorized movement, or inefficiencies.

The SAFR Solution

To address CBX's need for actionable, real-time analytics, SAFR from RealNetworks' software was deployed on existing cameras at strategic checkpoints within the terminal, and additional cameras were installed to provide a more comprehensive view.

SAFR's computer vision features were all designed for real-world performance when people and faces appear

"We are very pleased with the performance, the specific features of reports and the support that the SAFR team offers, providing the necessary insights to execute an operation as important as CBX", said Julio Armentariz, CTO of CBX. He also adds that CBX, "sees great potential in the technology and is looking to expand its use in other areas within CBX to further increase the efficiency of operations."



Cross Border Express at a Glance

SAFR anonymous video analytics helps improve airport operational efficiency.

Location:	Tijuana, Mexico – San Diego, CA, USA
Deployment Type:	Anonymous video analytics
Features:	People counting, traversal time analysis, mask detection
Use Cases:	Real-time anonymous video analytics

on live video feeds, in motion, under poor lighting conditions, and even partially obscured. At CBX, SAFR provides real-time reports on average crossing time, peak passenger times, and demographics including age estimations, perceived gender, and sentiment. SAFR also sends real-time alerts when a pre-established threshold is exceeded.

With SAFR deployed on a total of nine cameras, CBX saw an immediate enhancement in their level of visibility and overall situational awareness. With actionable data at their fingertips, it was possible to improve passenger flows, identify disruptions, and address safety issues in real time. Historical data is also used to inform process and policy changes that improve operational efficiency.

Due to new health and safety guidelines in response to COVID-19, CBX recently added SAFR's mask detection capabilities in order to track mask compliance for all passengers.

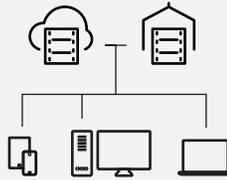
Actionable AI video analytics improve security and operational efficiency

Augment existing security infrastructure with SAFR to achieve a new level of situational awareness. SAFR's video analytics features give new insights to help understand traffic flows, demographics, user behavior and more. Real-time alerts and notifications allow for immediate action to improve safety and convenience, while historical data gives insight into trends and optimization opportunities to improve customer experience and maximize revenue. Deploy as an entirely anonymous monitoring solution, or pair with SAFR face recognition and enroll known threats, VIPs, or other opted-in persons of interest.

 **99.86%**
LFW ACCURACY

 **<100ms**
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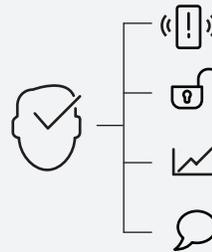


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