



# FACE MASK DETECTION: AN IMPORTANT SAFEGUARD TO COMBAT COMMUNITY TRANSMISSION

## WHAT BUSINESSES CAN DO TO MITIGATE COMMUNITY TRANSMISSIONS OF COVID-19

### CHALLENGE

Governments and global health officials alike are entering uncharted territory when it comes to setting guidelines and regulations on how to slow the spread of COVID-19, while also mitigating future potential virus outbreaks. There has been much uncertainty surrounding COVID-19 and how quickly or slowly our lives will return to normalcy. While healthcare professionals and scientists are learning more every day, we know for a fact that the proper use of face masks has proven to be an effective measure in keeping infection rates from rising again, especially as cities and countries come out of lockdown. It is critical now that businesses accept the corporate responsibility to ensure that all staff and patrons are abiding by state and local face mask protection protocols, where applicable.

### SOLUTION

We are committed to providing innovative, mission-critical technologies that protect people and communities. Enforcing the proper use of face masks has proven to be a challenging task, especially as some communities are slower to adopt this new social norm.

At Motorola Solutions, we have adapted how our technologies can meet the needs of today's health safety guidelines to help navigate the challenges that businesses are going to face as restrictions relax and people return to work.

We are introducing a technology to support the efforts of government and public health guidelines for wearing personal protective equipment. This is in anticipation that mandatory face mask regulations will be implemented in many countries and states to mitigate a second wave.

Motorola Solutions' Face Mask Detection technology provides effective monitoring and enables proactive, real-time responses from your team. This advanced video-based detection technology is able to accurately detect objects in the camera's field of view, classify them as humans and determine whether the subject is not wearing a mask.

This new feature relies on AI-enabled video analytics and specially-placed security cameras to determine when an individual is *not* wearing a face mask within your establishment. Once the feature detects an individual is in violation, this prompts an automated alert through Avigilon Control Center™ video management software.



Motorola Solutions proudly manufactures and deploys the sophisticated, cutting-edge communications, software, video security and analytics technologies that keep communities and nations safe. We have been on the frontlines with federal, state and local governments, including in times of crisis, for over 90 years. Today, our 17,000 innovators, engineers and manufacturing specialists are eager to help address critical gaps in the availability of medical and health management technology needed to fight the COVID-19 pandemic. We are pleased to apply these innovations to our fixed video security and analytics solutions to deliver greater intelligence and stronger detection capabilities to help curb the spread of this virus.

## MOTOROLA SOLUTIONS STANDS READY TO SERVE OUR COUNTRY IN THIS **MOMENT THAT MATTERS.**

From there, the facility manager can determine the corrective course of action. The Face Mask Detection feature also includes the option of building reports that can be used by management to take any necessary actions towards employees failing to comply or be sent to authorities for contact tracing efforts.

For example, a food processing plant enforces strict policies for every employee to wear protective masks in any part of the facility. In this scenario, the Face Mask Detection analytic captures several employees removing their face mask in the lunchroom. The Face Mask Detection feature detects this behavior and triggers a notification through the video management system. Once this has been brought to the Facility Manager's attention, they can either take immediate action if necessary or share their findings with the management team so they can take corrective measures such as reinforcing rules with more education and training.

Similarly, a large retailer enforces that employees must wear a face mask within the store to protect their fellow employees as well as customers. Here, the Face Mask Detection feature can determine if an employee disobeys this rule when management is not around.

Once an alert is sent out to the retail owner/operator, they can either alert a senior member of the staff on the ground to take necessary action or reprimand the staff accordingly for repeated violations.

The mandatory use of face masks is expected to be enforced to allow for re-opening of businesses and to loosen restrictions on social interactions. When coupled with Motorola Solutions' Occupancy Counting feature in ACC software, organizations can more easily comply with guidelines around wearing face masks. By limiting the number of people in a facility, it reduces the times people interact face to face, which is when face masks are most commonly recommended.

As we try to acclimatize to this new social norm, there will undoubtedly be resistance from some members of society. While we can't have our eyes everywhere, we can have the right technologies in place to ensure that we are indeed doing our absolute best to slow the spread of the COVID-19 outbreak and mitigate the threat of a second wave of the pandemic.

