The 5 Elements You Need to Transform Physical Security

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The world has changed. Unfortunately, it is less safe rather than more so. The worldwide threat of terrorism is higher than ever. Gun ownership in the U.S. continues to rise exponentially. The number of mass killings increases each year. COVID-19 has shown that a potentially lethal disease can spread surreptitiously from person to person wherever people are gathered en masse.

If you are responsible for the safety of visitors, patrons, employees, performers, athletes, healthcare workers, students, or anyone else at an event space, workplace or other potential soft target, you are at an inflection point in the tools and methods you use for security. For years, metal detectors were your only choice. But times have changed, and technology has advanced. The era of metal detectors for physical security is over.

Instead, security decision-makers need a solution that maximizes safety by detecting threats, (not just metal), improves user experience, and is powerfully simple— leveraging digital technologies to bring physical security into the modern age. Welcome to the most significant breakthrough in physical security in generations. Here are the five elements that are empowering and delivering this next generation of physical security.

▶ **Analog technology from the 1920's is not the answer in today's digital world.**

Element No. 1

Safety First

Securing a potential soft target is about striking a balance. Having people line up in close proximity at metal detectors, emptying their pockets, and putting their phones in communal plastic containers is no longer viable.

Merely having guards inspect bags or, worse, having no security at all, is ignoring the reality that anyplace can become a target.

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That means eliminating the threats that are most dangerous and that people fear the most: an active shooter scenario, guns, bombs, and large tactical knives. It also means addressing the new safety concerns that have been exposed by COVID-19.
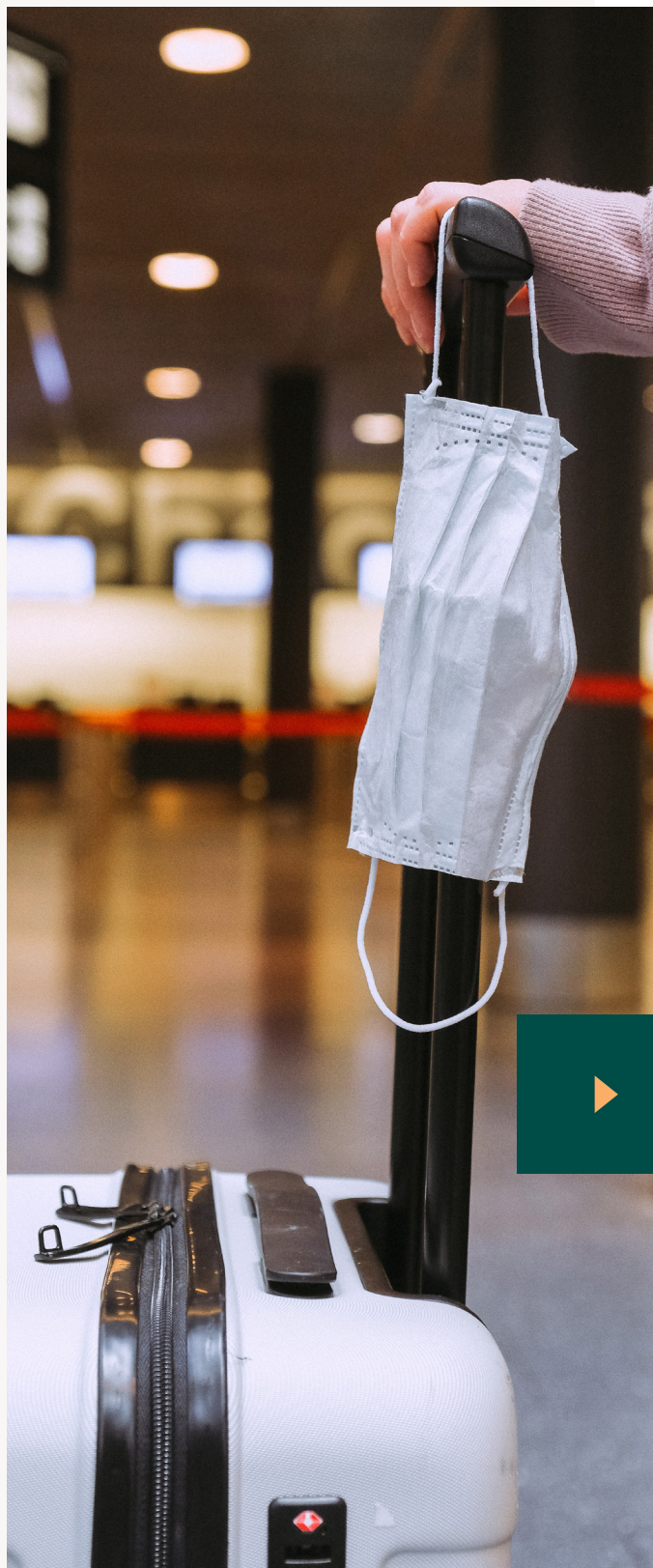
Element No. 2

New Standards

Just as the old methods for physical security no longer work, neither do the dated standards. Metal detectors are great at detecting metal, but were developed for prisons and other high security, low flow facilities, to prevent razor blades, knives, and other contraband from entering. The technology has barely evolved in 90 years.

Standards are set by institutions such as the National Institute of Justice and the Transportation Security Administration, for applications where some small items can cause catastrophic impact. While these standards can work well for their intended uses, they were not designed to deliver the type of security needed for every use case or for today's high throughput venues.

Soft targets such as arenas, concert venues, commercial buildings, healthcare facilities, schools, and others require their own standards and methods that meet today's needs for both physical and health safety, while respecting the visitor experience and recognizing the operating cost.
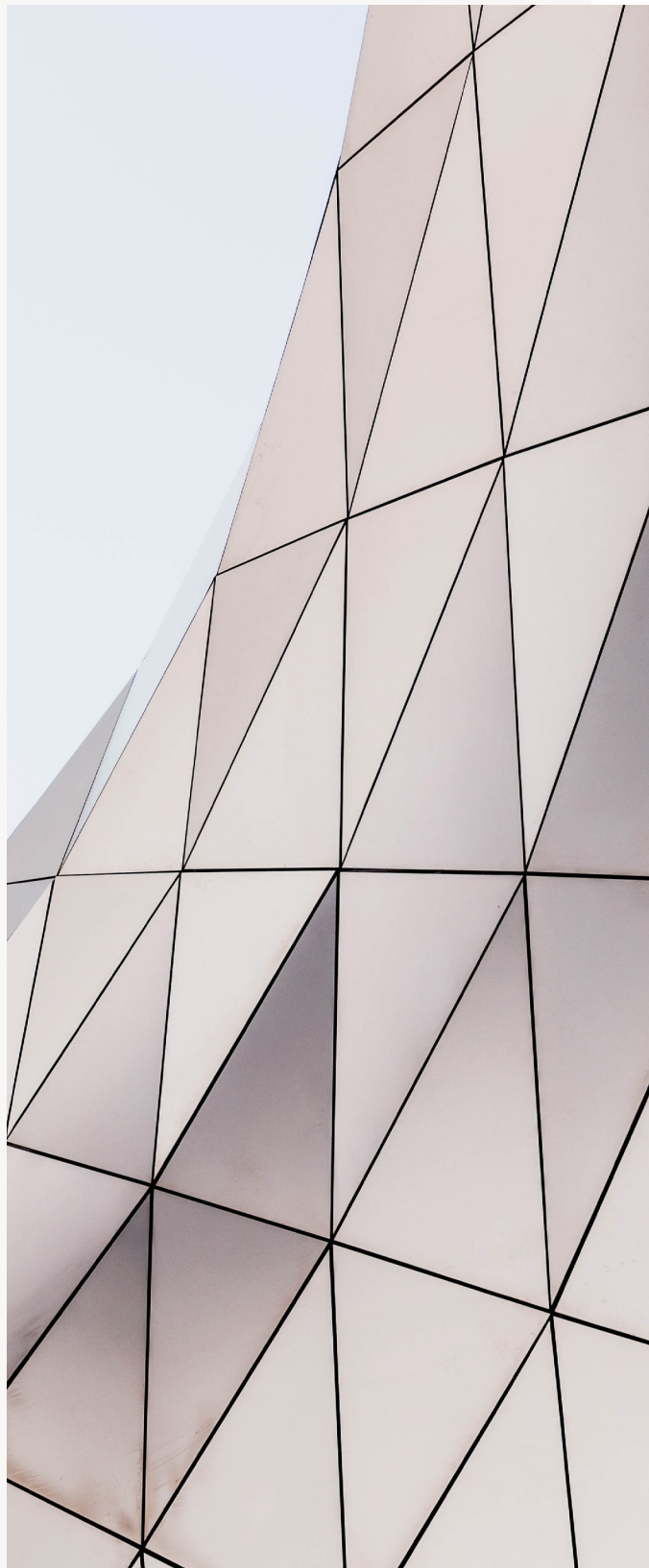
Visitor Experience

We are living in a post-COVID world. People once tolerated crowds and physical contact. They became inured to waiting in line to get into a facility, handing their cell phone and personal items to a stranger, taking off their shoes and belts.

As facilities reopen, no one wants or is willing to revert to the old norm.

Visitors demand a touchless, frictionless experience.

They want to enter or exit your venue, and pass over the threshold without having to stop or wait in line. They want to feel safe and not hassled, confident that your facility is using the most advanced, transparent security technology to ensure their safety. Even with the rate of vaccinations increasing daily, people's expectations about safety are unlikely to change.
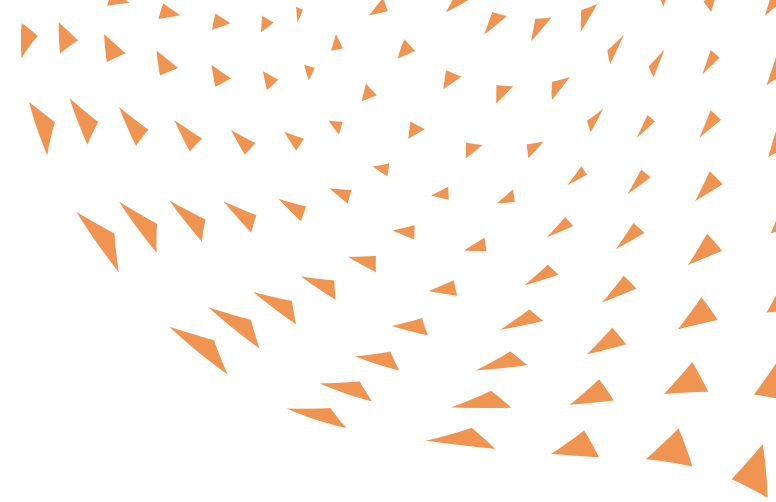
Element No. 4

Operational Simplicity

The transformation of physical security involves moving from analog to digital, manual to automated, moving from a not-so-smart standalone product to an intelligent solution. Safety and security has to become simpler and more transparent, not more complicated. In fact, you want to invest in solutions that are easy to install, operate, scale and upgrade. When you hear the word "digital", it is natural to be concerned about the need for new skills in systems and software. Fortunately, that's not an issue. The next generation of physical security is strikingly simple yet sophisticated, quick to set up and easy to operate, and offers powerful performance. The same way an iPhone makes technical complexity simple to operate, digital security solutions can be red/green simple as well.

Digitizing the screening process unlocks efficiency and value, reducing the number of staff required while also minimizing opportunities for human error. And with an unobtrusive design, visitors often won't realize they're even passing through security.

Element No. 5

The Digital Threshold

If an analog metal detector is no longer sitting at your entry points, what is?

The heart of next generation physical security is part of a new vision and technology architecture combining sensors, analytics, actions, and intelligence. We call this vision the Digital Threshold—a vision for how the arrival experience for venues and facilities can be digitally transformed.

By applying the lessons learned from digital transformation across organizations to everything that happens at the front door of modern venues and facilities, this architecture unlocks tremendous efficiency and value. It is not a specific product, though our products can be an expression of the vision. It combines safety, new standards, visitor experience, and operational simplicity to deliver a touchless, friction-free experience that lowers costs and delivers major improvements in security and safety.

Making weapons screening faster and more precise is part of the Digital Threshold vision, but it's just the beginning. The Digital Threshold vision is the game-changer in physical security that security decision-makers, operations executives, and business leaders have been waiting for.

The architecture is a foundation for more than physical security.

The software platform serves as the brain and connective tissue to integrate capabilities of new emerging technologies that transform the visitor experience. It becomes the security platform to seamlessly integrate biometrics, video analytics, crowd intelligence, health posture data, and credential verification to allow for a frictionless visitor, employee, and fan experience in a post COVID-19 world.

Once the Digital Threshold is in place, the possibilities become endless.

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Evolv Technology is the pioneering company defining the digital transformation of physical security.

Our mission is to use state of the art sensor technology, new software, and artificial intelligence to seamlessly detect threats without any hassle, at the pace of life, making security human again.

Evolv solutions have already screened more than 50 million people and prevented more than 5,000 weapons from entering schools, workplaces, stadiums and other venues. That's just the beginning.

If you are responsible for the safety of visitors, patrons, employees, students and anyone else at a site that could be considered a soft target, now is the time to familiarize yourself with the benefits of transforming your physical security. As many of your peers have already discovered, the future of physical security is digital. And the future is now.

Contact us to learn more about how to protect your workforce and facilities with touchless security screening.

info@evolvtechnology.com   **+1 781.374.8100**   ▶

+1.781.374.8100 | www.evolvtechnology.com