



SECURITY THAT WORKS  
AT THE PACE OF LIFE

## CASE STUDY:

# AN ICONIC AND INNOVATIVE LANDMARK USES EVOLV EDGE TO SEAMLESSLY INCREASE SAFETY FOR THOUSANDS OF VISITORS

Today's threat actors are expanding their focus from airports and government buildings to soft targets. Iconic landmarks pose higher risks than other locations. They are high-profile and symbolic, and entrances to most were not designed to support controlled entry and screening. Based on physical layout, crowd concentration and location, venues such as these have become concerned with person-borne explosive threats and with concealed firearms. Decisions about which security technology should be deployed and what processes to wrap around them are highly dependent on the threats and vulnerabilities of a specific attraction.

The challenge is balancing safety and security with customer experience. Visitors to attractions and landmarks vote with their feet and their wallets, and reviews of long security lines play a large part as they're weighing decisions on where to go. Rather than a "one-size fits all" solution, a venue-specific risk-based security (RBS) approach that can adapt in this ever-changing threat landscape is more effective. Flexibility and adaptability are key factors in RBS solutions, allowing forward-looking organizations to implement tailored systems designed to adapt to evolving threats and mitigate risk while maximizing customer flow with minimal disruption.

## THE CHALLENGE:

One such organization, an iconic landmark symbolizing innovation and always striving to push the leading edge, has taken another step in that direction regarding its visitor security. Manual security procedures involved security personnel inspecting bags and conducting random visual body inspections—neither symbolizing innovation. With more than 10,000 daily visitors during the summer months, the organization feared creating congestion and long lines often associated with walk through metal detectors. Not only could this process potentially weaken security by increasing congestion, it was physically unappealing, was only effective for single-threat situations, was invasive and detracted from the customer experience. The last thing this attraction wanted was to deter people from visiting.



## THE SOLUTION:

The organization deployed Evolv Edge™, a fully automated visitor screening solution, to enhance its security posture. Evolv Edge integrates high-speed threat sensors for walkthrough firearm and explosive detection with biometrics and other emerging technology for high throughput event and soft-target protection. The system eliminates bottlenecks and long lines with easily moveable units that identify and scan as people walk through, without the need to stop and pose, empty pockets or open bags. Red light/green light automated detection with color-coded threat box overlay on a picture of the visitor makes it easy for security to make fast assessments. High throughput and the ability have people and bags follow the same path means the experience is enhanced for this attraction's thousands of visitors, and the landmark can sustain security throughout even its busiest days. As an added benefit, the Evolv Edge units clean design and small operation footprint fits in inobstrusively with this landmark's modern design aesthetic.

## GOING FORWARD:

According to this customer, Evolv Edge is well-suited to the organization's forward-thinking approach of using state-of-the-art technology to continue to improve both security and visitor experience. The system is in lock-step with its goals, which include:

| Identifying the threats they care most about:  
explosive devices and firearms

| Flexibility to accommodate an evolving,  
multi-threat landscape

| Implementing an effective screening process  
seamless to visitors

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**“We wanted a solution that embodied future thinking and optimism, and we found this in the Evolv Edge. The system screens far faster and more effectively than other solutions. It works at the speed of our guests, and that is important.”**

**— Chief Operating Officer**

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