



# Responding to COVID-19

Recognition

Prediction

Outlier Detection

## Brief

A technology firm wanted to rapidly develop a solution that would enable Australian workers to obey social distancing requirements easily and cost-effectively.

## Solution

“This project was all about speed, the ability to ideate, create a solution and iterate rapidly to meet a market need. The software is based on the recognition and prediction patterns to identify individuals, to understand their movement and map them geo-spatially”

- Andrew Ong, Head of Technology at Red Marble

We built the AI backbone behind [Proximity Pal](#), Australia’s 1st integrated software & hardware solution to enable companies to easily enforce social distancing through technology.

Red Marble’s team were able to scope and build the AI component of the solution within a matter of weeks, enabling Proximity Pal to be the first-to-market and capture early adopters.

*“Red Marble’s team gave us a fast and reliable source of AI expertise, which when combined with their human-centric approach, made it very easy for us to work with them to build Proximity Pal in the fast turnaround time that we required. 10/10 would work with them again.”*

- Joel Kuperholz, CEO Vimana Tech