



**PRESS RELEASE**  
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## **COMCAST BUSINESS LAUNCHES SMARTOFFICE™ MOTION INSIGHTS**

### **Advanced Motion Detection Analytics to Provide Business Customers Actionable Insights into Their Business**

**PHILADELPHIA – MAY 9, 2018** – Comcast Business today announced the launch of Comcast Business SmartOffice™ Motion Insights, a new feature of its SmartOffice™ solution. The all-new dashboard, featuring advanced motion detection analytics, will provide business managers and owners a comprehensive view of their cameras and quick links to watch live footage and playback video.

Comcast Business is the only cable provider to offer its customers the ability to leverage motion detection analytics to make data-driven business decisions. For example, a business owner can assess peak and non-peak hours based on the amount of foot traffic coming through the business and adjust staffing accordingly. The new dashboard will provide customers with a consolidated view of their business activity by pooling data from all of the customer's SmartOffice cameras, as well as the motion detection analytics for each individual camera.

"Our new SmartOffice Motion Insights dashboard will transform how businesses use and benefit from their video monitoring solutions," said Christian Nascimento, Executive Director, Premise Services, Comcast Business. "No longer limited to just video recording, our advanced solutions are providing businesses with actionable intelligence they can leverage to improve overall business performance."

The SmartOffice Motion Insights dashboard will provide customers a deeper understanding of the activities that take place across all parts of their business and will help inform critical business decisions. On each camera in the portal, a bar chart will depict the past eight hours of motion activity. Clicking on a specific bar will launch the customer directly into the recorded footage from the beginning of the hour selected. Motion Insights will also provide a line graph illustrating the level of motion activity across the entire premises.

By providing a snapshot of the camera motion activities over the course of the previous eight hours, SmartOffice customers will be able to quickly and easily understand peak hours of movement in their business. SmartOffice provides customers with access to video footage that is securely streamed to and stored in the cloud for up to thirty days.

This upgrade is available immediately, at no additional cost, to all SmartOffice customers. For more information, please visit: <https://business.comcast.com/smartoffice>

#### **About Comcast Business**

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV, Video Monitoring and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

**About Comcast**

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed internet, and phone providers to residential customers under the XFINITY brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the XFINITY brand. NBCUniversal operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com) for more information.

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