**ComQi Partners with Path Intelligence**

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ComQi announces its partnership with **Path Intelligence**, a company that detects and predicts how shoppers and visitors will behave within enclosed environments such as malls, retail stores, transportation hubs and stadiums.

Instead of camera-based tracking, Path Intelligence captures data on shoppers by passively and anonymously observing the movement of their mobile phones. The firm provides customized information on how many shoppers visit by department, how long they stay, how frequently they come back, which stores they visit during their mall trip, and how the full path-to-purchase (and beyond) is mapped.

ComQi and Path Intelligence will work to provide retailers with detailed analytics on general shopper behavior in the store as well as specific analytics linked to digital signage. The Path Intelligence system can be used to optimize digital signage installations and measure engagement at the screen level.

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