PRESS RELEASE

Kogenta Announces Second Major Release of ***Kogenta Connect*** with AI-Powered Movement Data and Dashboards

London, United Kingdom — 4 February 2025 — **Kogenta**, a leader in spatial analytics and contextual data solutions, today announced the second major release of Kogenta Connect, its unified platform for location, movement and behavioural intelligence. This release introduces advanced **Movement Data Layers** — *Busyness*, *Forecasted Busyness* and *Origin-Destination Flows* — alongside support for **First-Party Data**, **Specialist Journey and Survey Data Layers**, and the new **Kogenta Dashboards** experience.

This milestone reinforces Kogenta's position at the **forefront of AI-enhanced datasets**. All new movement layers are built using advanced machine-learning models and rigorously **validated against real-world truth sets**, delivering a new standard of accuracy, consistency and reliability for spatial intelligence.

The new movement layers bring real-world activity into sharp focus. **Busyness** measures how busy specific places, corridors or areas are by time of day and day of week, revealing true usage patterns across retail, transport and urban environments. **Forecasted Busyness** applies predictive AI models to estimate future activity levels, enabling proactive planning, resource allocation and scenario analysis. **Origin-Destination Flows** provide high-level insight into how people travel between locations over time, supporting transport planning, catchment analysis and network optimisation.

Kogenta Connect now also enables organisations to integrate **First-Party Data**, allowing customers to overlay their own CRM, loyalty or transactional datasets with Kogenta's contextual and movement layers. In addition, **Specialist Journey and Survey Data Layers** are available to enrich behavioural insight and to continuously calibrate and validate Kogenta's AI models against real-world reference data.

The release also introduces **Kogenta Dashboards**, offering configurable, out-of-the-box visual analytics for tracking trends, comparing locations, monitoring KPIs and sharing insights across teams without the need for custom BI tools.

"We're excited to deliver this second major release of Kogenta Connect," said Simon Bailey, VP Product **at Kogenta**. "Every new movement layer is built using advanced AI models and verified against real-world truth sets. This ensures our customers can trust the data not just for insight, but for confident, predictive decision-making across industries such as Transport, Advertising and Retail."

About Kogenta
Kogenta provides AI-enhanced spatial analytics and contextual data solutions that help organisations make smarter, evidence-based decisions. By combining location, demographic, expenditure and movement datasets with real-world validation, Kogenta supports industries ranging from Transport and Mobility to Advertising, Retail and Local Government.

For more information please visit: www.kogenta.com

Media Contact: press@kogenta.com