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OxBlue Announces AI-Based Capabilities for Social Distancing

April 17, 2020 (ATLANTA, Ga.) - [OxBlue](#), an Atlanta-based technology company and the leader in professional construction camera services, has announced the development of artificial intelligence (AI)-based technology for detecting social distancing on construction sites.

The [Center for Disease Control \(CDC\)](#) advises that the best way to prevent illness and prevent the spread of COVID-19 is to avoid being exposed to the virus. The new technology uses artificial intelligence (AI) to detect when two or more people are in close proximity to each other. By detecting when workers are not practicing social distancing, OxBlue's proprietary AI technology has the potential to increase awareness and improve safety.

"With a global pandemic, harnessing the power of technology to solve the construction industry's immediate challenges is our top priority at the moment," said Chandler McCormack, CEO of OxBlue. "We want to provide solutions offering actionable insights and the peace of mind knowing that everything is being done to keep workers safe and healthy."

Though previously unannounced, OxBlue's AI capabilities for measuring construction activity levels had already been validated based on field trials. The tool was originally developed to assist OxBlue clients in understanding construction activity on their projects. As the crisis began to worsen, OxBlue began to [analyze data at a national level in order to measure the effects of the coronavirus \(COVID-19\) pandemic on construction activity levels across the United States](#). Developing the capability to detect social distancing on construction sites is the latest in a series of developments announced by OxBlue.

To learn more about the CDC's safety recommendations, visit cdc.gov/coronavirus. For more information on OxBlue, visit oxblue.com.

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About OxBlue

OxBlue is a leading professional construction camera service provider, serving clients globally since 2001. OxBlue's high-resolution images, high-definition time-lapse videos, and intuitive technologies connect everyone to the job site, as well as make it easy to monitor, document, and market your project. OxBlue emphasizes client services and continuous improvement, as well as holds multiple awards for technology, innovation, and workplace culture. For more information, visit www.oxblue.com.