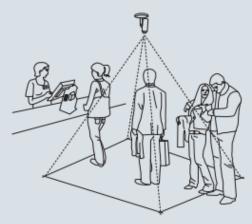# Interax LINK

With the development of Cutting Edge Technology Solutions, we enable our clients to attract new customers, understand their in-store behavior, increasing their loyalty by enhancing their shopping experience in a safety environment.

Interax Queue

QUEUEING is one of the most critical and emotional parts of a retail operation. Most people dislike queues. Not surprisingly, research shows that queuing at the checkout is the main cause of customer dissatisfaction in retailing. Short wait times together with optimum deployment of personnel at the checkout are therefore key to enhance the customer experience and encourage spending.

BASED IN CUTTING EDGE COGNITIVE VISION AND VIDEO ANALYTICS SOFTWARE, Interax Queue offers a cost efficient, scalable, and easy-to-install tool for queue management. It is a powerful stand-alone application embedded directly in standard IP cameras, allowing users leverage existing IP networks. All video analytics is done locally on the camera dramatically reducing Ethernet bandwidth requirements.

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Interax LINK

Interax Queue

BENEFITS OF QUEUE SENSING
Use effective queue management to improve the performance of your business:

- *Minimize time spent in queue.*
- *Build enduring customer loyalty.*
- *Encourage spending.*
- *Increase customer satisfaction.*
- Analyze trends and evaluate advertising and promotions.
- Improve staff planning and determine optimal opening hours.

REPORTING

Interax Queue gives you valuable retail analytics such as:

- *Hours of medium queue,*
- *Hours of long queue*
- *Approximate number of people in queue.*

Data is updated in real time by logging into the camera via your web browser. With the software package Interax Web Report you get a powerful statistics tool that works seam-lessly with Interax Queue. It helps you analyze queueing data, manage multi-site and multiple camera installations and export data to compare with:

- *POS data,*
- *daily weather conditions,*
- *marketing statistics etc.*

SYSTEM OVERVIEW

Interax Queue is an automated stand-alone queue management system for ceiling mounted cameras. The unit detects in real time if queue activity is medium or high. If queue length exceeds a user defined threshold the unit can be set to immediately send video clips, E-mail, SMS, play sound files, etc. Furthermore, accessing the camera over IP is very cost efficient for maintenance.

Interax Queue runs directly on your IP camera, and data can be retrieved for analysis on timed intervals. The software is modular and completely autonomous with all counting done on the camera's CPU, requiring no dedicated PC. regions of interest.

Manage, analyze and view data from any number of units and from multiple sites, using Interax Web Report.

FEATURES

- *Automated system, operated in real time, fully embedded into ip cameras.*
- *Privacy secure.*
- *Access privileges.*
- *Digital zoom.*
- *Wide entrance can be covered by several synchronized units in a master/slave setup.*
- *Easy to install and setup.*
- *Easy parameter backup.*
- *Maintain your people counter remotely over IP, set and monitor parameters, download or stream video.*
- *Seamless integration with Inerax Web Report.*
- *Two way counting: counts people moving in two directions simultaneously.*
- *Accurate counting even under high density conditions or with baby carriages or trolleys present.*
- *Leading digital image processing minimizes shadow and reflection problems.*
- *Open protocol lets you integrate with data from POS and other systems.*

SPECIFICATIONS

- *Fully embedded.*
- *Minimum height over floor: 2.5 meters*
- *Maximum entrance width with one unit: 8.0 meters.*

- *An IP Camera equipped with Interax Queue offers an unmatched stand alone solution.*
- *Not requiring a PC.*
- *The unit detect in real time how many people are queueing and can send alarm if the threshold is reached*
- *Set all parameters with a minimum of effort and optimize counting zone using simple slide bars.*