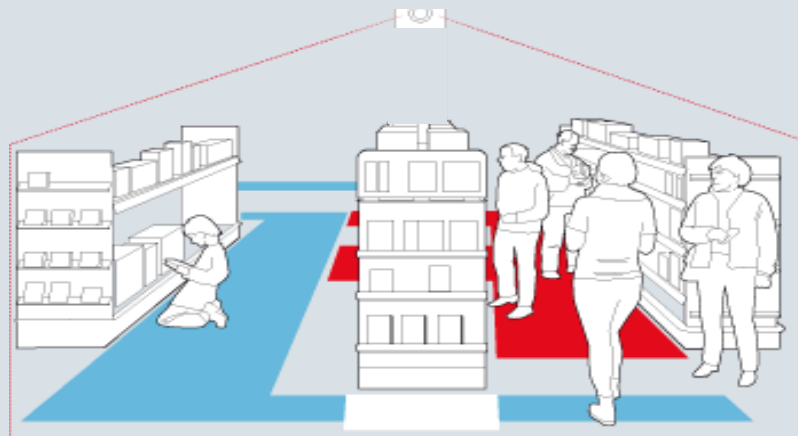




With the development of Cutting Edge Technology Solutions, we enable our clients to attract new customers, understand their in-store behavior, increasing their loyalty by enhancing their shopping experience in a safety environment.

Interax Heat Map



IN TODAY'S COMPETITIVE RETAIL ENVIRONMENT, OPTIMIZING STORE LAYOUT IS KEY FOR SUCCESS.

The layout and design of a store is crucial for the shopping experience. Having a well thought trough, and tested design can help leverage retailer business dramatically.

Measuring how shoppers are using the space of your store, gives information retailers need to test and optimize the store layout - leading to improved space utilization and more satisfied and loyal customers.

Interax Heat Map provides an easy-to-use tool that allows for a scientific approach to evaluating store design changes. The product helps you to pinpoint problems areas, find the best merchandising spots for product campaigns, set shelf rent based on the customer activity at that spot, etc.

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Interax Heat Map

BENEFITS OF HEAT MAP

Interax Heat Map is a visual tool for measuring customer traffic patterns inside retail stores. The product gives instant access to where and when shoppers go in the store, making it a perfect tool to optimize store layout.

Interax Heat Map runs fully embedded in standard network cameras and should be mounted in the ceiling or on a wall overlooking the store. A camera running Interax Heat Map can at the same time also be used as a standard surveillance camera, potentially reducing the total project

Data Monitoring

Interax Heat Map data output can be analyzed directly in the camera using a standard web browser by just pointing the web browser to the camera's URL. With some simple clicks the user can view the traffic patterns over the last minutes, hour and half day. Interax Heat Map data can also be stored on server and analyzed over any period of time using the optional Interaxlink Web Report service.

Fully embedded

Interax Heat Map is a stand-alone intelligent video application embedded directly in standard network cameras. All video analytics is done directly on the camera. Giving a cost efficient, and scalable.

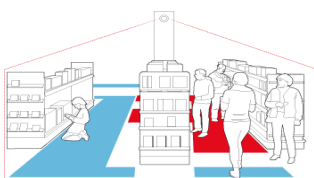
- *Camera can be used for both surveillance and Interax Heat Map analysis at the same time.*
- *Automated system, operated in real time, fully embedded into network cameras.*
- *Fully embedded into network camera.*
- *View Interax Heat Map data directly in camera.*
- *Store and analyze data over any available period of time using Interax Web Report.*
- *Maintain the product remotely over IP, set and monitor parameters, download or stream video.*
- *Leading digital image processing minimizes shadow and reflection problems.*

Data can be viewed directly in the camera by pointing your web browser to the URL of the camera. It does not require any additional software.

With the additional Interaxlink Web Report service, retailers will get a powerful tool which efficiently storage historical data and easy access and analysis of traffic patterns over any available time period. Interaxlink Web Report is perfect for managing multi-site installations and can be accessed from any physical location using a standard web based interface.

List of available data:

- *Binary data*
- *CSV data*
- *Clear local counting data*
- *Live view information*
- *Stored on camera 5 days*
- *Safe storage against power failure*
- *Automatic upload to Interaxlink Web Repor.*



- *An IP Camera equipped with Interax Heat Map offers an unmatched stand alone solution.*
- *Not requiring a PC for People Counting.*
- *visual tool for measuring customer traffic patterns inside retail stores*
- *Set all parameters with a minimum of effort and optimize counting zone using simple slide bars.*