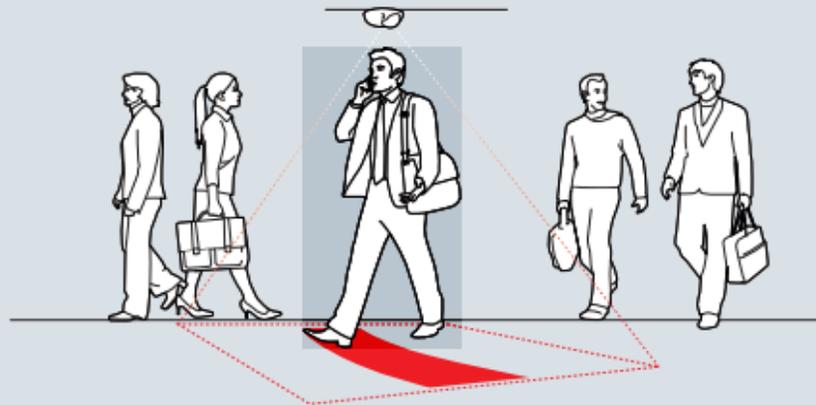




With the development of Cutting Edge Technology Solutions, we enable our clients to attract new customers, understand their in-store behavior, increasing their loyalty by enhancing their shopping experience in a safety environment.

Interax People Counter



IN TODAY'S COMPETITIVE RETAIL ENVIRONMENT, success is dependent on a thorough understanding of existing and potential customers. Constantly changing customer preferences, eroding customer loyalty and the inherent complexity of large retail organizations, demand an increased analysis of the customer behavior.

BASED IN CUTTING EDGE COGNITIVE VISION AND FOR VIDEO ANALYTICS SOFTWARE, INTERAX PEOPLE COUNTER OFFERS: cost efficient, scalable, and easy-to-install people counting. It is a powerful stand-alone people counting application embedded directly in IP cameras, letting users leverage existing IP networks. All counting is done locally on the camera dramatically reducing Ethernet bandwidth requirements. The complete solution is easily installed in an existing local area network and configuration can be done at any physical location using a standard web based interface

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Interax People Counter

BENEFITS OF PEOPLE COUNTER

Use your precise knowledge about customer traffic statistics to increase the performance of your business:

- Increase sales by leveraging your buyer-to-traffic ratio and your turnover per visitor.
- Collect data on customer flows, trend analysis, evaluation of advertising and promotions.
- Enhance strategic marketing decisions through effective monitoring of customer traffic.
- Improve your staff planning and determine optimal opening hours.
- Base bonus system on visitor traffic, buyer-to-traffic ratio or turnover per visitor.

REPORTING

Interax People Counter lets you view important statistics like:

- Number of visitors,
- Conversion rate
- Average basket size.

Data is updated in real time by logging into the camera via your web browser. It does not require any additional software. With the additional software package Interaxlink Web Report you get a powerful statistics tool that works seamlessly with Interaxlink People Counter. It helps you analyze people counting data, manage multi-site people counting and export data to compare with:

- POS data,
- Daily weather conditions,
- Marketing statistics etc.

SYSTEM OVERVIEW

Interax People Counter is an automated stand-alone, two way people counting system for ceiling mounted cameras. The installation is so easy that it can be performed and maintained by your own staff. When not running Interaxlink People Counter, cameras can also be used for standard purposes, like for example surveillance. Furthermore, accessing the camera over IP is very cost efficient for maintenance, where you can manage camera and people counting remotely.

Interax People Counter runs directly on IP camera, and data can be retrieved for analysis on timed intervals.

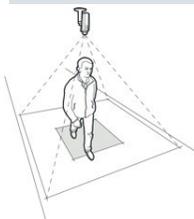
The software is modular and completely autonomous with all counting done on the camera's CPU, requiring no dedicated PC. Manage, analyze and view data from any number of units. and from multiple sites, using Interaxlink Web Report.

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 Interax 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 People Counter offers an unmatched stand alone solution.
- Not requiring a PC for People Counting.
- Two way counting of people passing the camera's view. Differentiate between going in and out.
- Set all parameters with a minimum of effort and optimize counting zone using simple slide bars.