



COGNIMATICS - PERSONAL AND INDUSTRIAL SOFTWARE APPLICATIONS

TRUEVIEW PEOPLE COUNTER



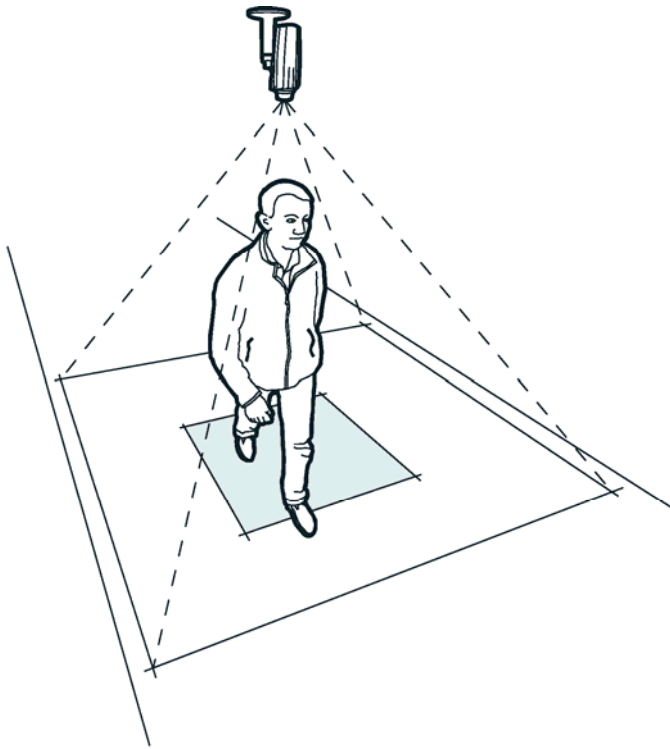
- Inconspicuous camera based people counter.
- Embedded solution
- Scalable solution.
- Two ways counting
- Measure customer flows.
- High accuracy.
- Patent pending technology.

HARDWARE PLATFORMS

- **Embedded in camera**
 - Axis 212 PTZ
 - Axis 207 W
 - Axis 209 FD-R
- **Not in camera**
 - Standard PC



SYSTEM OVERVIEW



- Place camera straight down directly over counting area
- Camera placement at least 3.0 m above floor.
- Several persons can pass simultaneously.
- Bidirectional counting.
- Easy to
 - install
 - integrate
 - use

SYSTEM OVERVIEW



- **Embedded**
 - All counting is done in camera.
 - LAN or WiFi data traffic
 - Access to camera via web browser
 - Scalable and portable solution.
- **PC**
 - Connect cameras to PC
 - Counting software on PC

ENTRANCE & EXIT COUNTING

- Standard people counting application
- Compare shop performance in retail chain
- Measure impact of campaigns on customer traffic.
- Increase
 - **conversion rate**
(transactions/visitors)
 - **average basket**
(revenue/visitors)



SHOPPING MALL



- Where are the high flows in your shopping mall?
- Negotiate rent based on the visitors passing by or entering a facility.



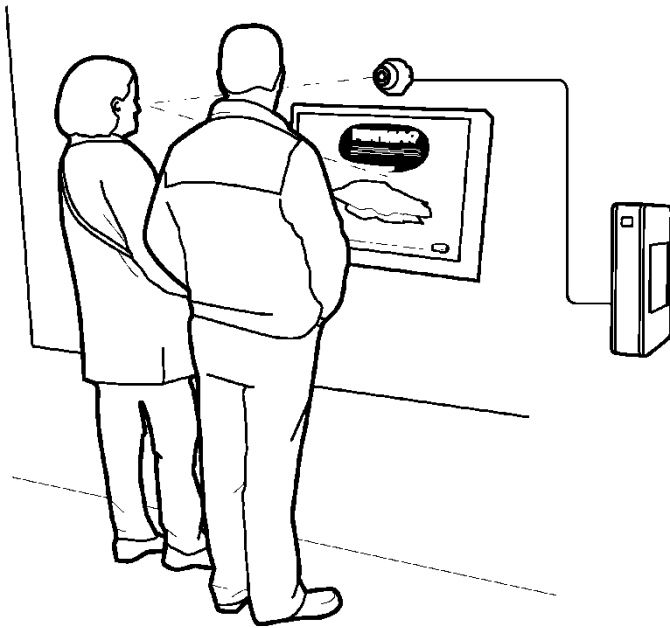
IN STORE TRAFFIC



- Measure hot and cold zones on your store.
- How many customers enter each department of your store.
- Measure impact of new store layout
- Use TrueView People Counter embedded into Axis 207W
 - Portable system.
 - No cables.
 - Wireless data traffic.

TRUEVIEW DWELL TIME

- Detects and tracks faces
- Measure impact of your displays
 - How many are viewing
 - How long are they viewing
- Axis network camera connected to computer.
- Place camera close to media



HARDWARE PLATFORMS

- Axis network cameras
 - Axis 207MW (mega pixel)
 - Axis 207 (standard)
 - Different lenses available
- Computer
 - Standard PC,
 - Windows XP or later



MEDIA RESPONSE

- Compare viewers to sales of displayed product
- Compare viewers to how many are passing by using TrueView People Counter
- How many window shoppers do you have?

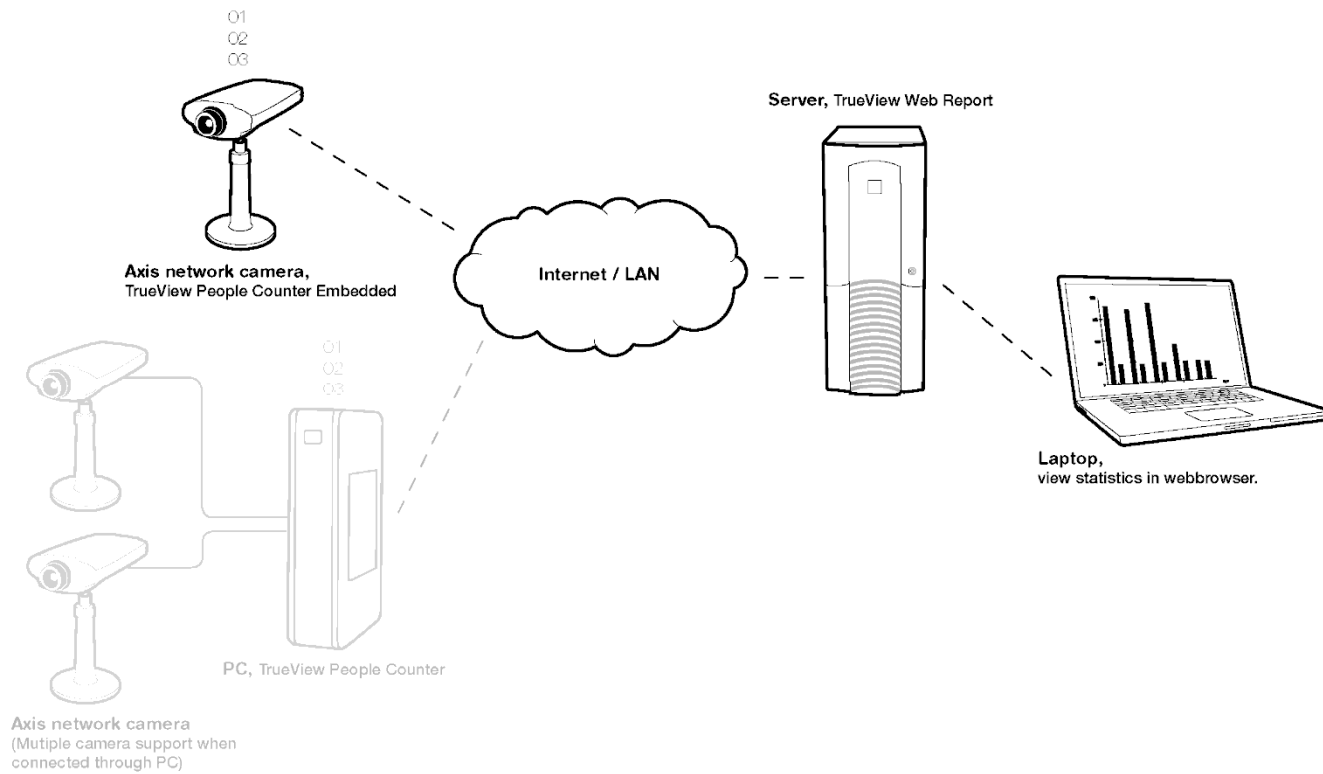


MANAGE DATA

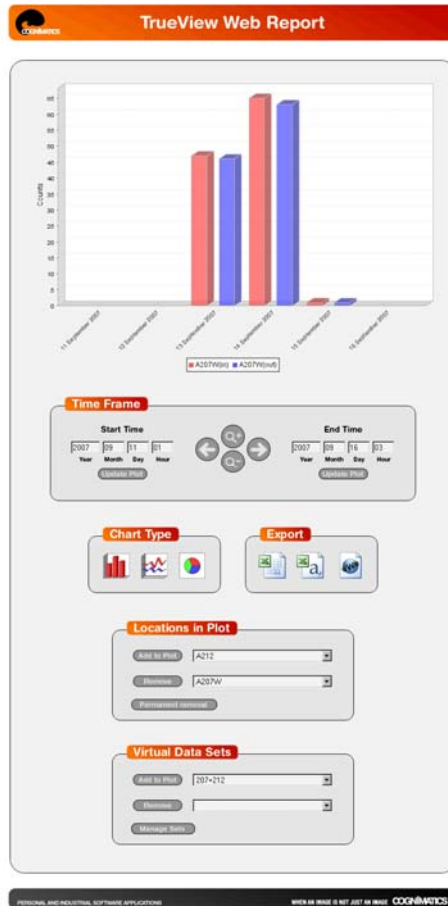
- **TrueView Report**
 - Analysis and statistics of historic data
 - totals per day, week, month or year,
 - compare between days, weeks, months or years.
- **Web based**
 - Automatic data transfer to MySQL server from all your counter units
 - Remote access via web browser.
- **Local**
 - Automatic download to PC
 - Windows application runs locally on your PC.



TRUEVIEW WEB REPORT



TRUE VIEW WEBREPORT



- Automatic data transfer to MySQL server from all your counter units
- Installation
 - Your server or
 - Hosted by Cognimatics – no installation
- Remote access via web browser.
- View and compare data.
- Generate excel reports
- View data as graphs or pie charts.

INSTALLATIONS INCLUDE

- Sweden
- Denmark
- Estonia
- Lithuania
- Croatia
- Serbia
- Czech republic
- Mongolia
- Germany
- Switzerland
- Netherlands
- Italy
- Spain
- Greece
- UK
- US
- Hong Kong
- Macau
- Korea
- Thailand
- Indonesia
- India
- Kuwait
- Turkey
- Israel
- New Zealand
- Brazil
- Mexico



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