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Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.



PC and Web Based TrueView Report™ 1.0

Product Overview
Cognimatics Industrial applications

TrueView Report™ Efficient management of counting data



TrueView Report™ is a statistical package that works seamlessly with **TrueView People Counter™**. It transforms your counting data into graphs, thereby allowing you to get a quick overview of the data. Use it to discover trends, patterns or identify unusual performance. **TrueView Report™** lets you unveil performance problems, and helps you to take proper action to improve performance, enhance revenue and increase profitability.

TrueView Report™ is available in two versions, a desktop version that runs on your PC under Windows and a web based version that gives you access to data from anywhere using your web browser. The desktop version is intended for local use analyzing counting files stored on your PC. It is the optimal choice for a single shop. The web based version is intended for large systems and is the optimal choice for multiple sites counting.

Benefits from TrueView Report™

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

- Increase sales by leveraging your buyer/browser ratio and your turnover per visitor.
- Collect data such as customer flows, trend analyses, evaluation of advertising and promotions.
- Enhance your strategic marketing decisions through effective monitoring of customer traffic.
- Improve your staff planning and determine optimal opening hours.
- Negotiate rent based on the number of people passing by or entering your facility.

Keep track of and analyze your people counting data with **TrueView Report™**. **TrueView Report™** is a powerful statistics tool that runs on your PC or POS and performs statistical analysis on the people counts from your local site. But that is not all, with the web based version of **TrueView Report™** you can easily manage multi-site people counting and even compare it with

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

This is particularly useful for retail chains or shopping malls and you can access the data from anywhere through your web browser.

TrueView Report™ overview

TrueView Report™ is easily installed on your PC running Windows operating system. It works seamlessly with **TrueView People Counter™** and can be accessed directly from this software. With **TrueView Report™** you can



Compare people counting from several sites via your web browser using TrueView Web Report™.



Manage your counting data stored on your PC using TrueView Report™.

easily open cnt-files generated from the people counter by double clicking the file. With TrueView Web Report™ you get the additional functionality of immediate access to all counting data over the Internet via your web browser. This is particularly useful for large systems with multiple sites and with several persons having access to the data.

With TrueView Report™ you can get easy access to key intelligence that can help you optimizing the performance of your shop.

- Monitor the number of visitors.
- Review impact of advertising and other marketing campaigns.
- Monitor multiple zones.
- Increase conversion rates (% of visitors that buy).
- Increase basket size (average purchase by visitor).
- Compare product performance.
- Test store layout.
- Analyze shopper paths through your store.
- Compare stores and branches.
- Manage staff schedules.
- Compare different historical data.

Navigate through data by a user friendly interface.

Features

- Seamless integration with TrueView People Counter™.
- Navigate through data by a user friendly interface.
- Add and remove data from graphs.
- Different types of graphs and color coding of data.
- MySQL database server manages data for TrueView Web Report™.
- Export data to Microsoft Excel, or as HTML or EMF.

Specifications

- TrueView Web Report™ requires a dedicated Linux (Debian) server connected to the Internet.
- TrueView Report™ requires a Windows XP based PC.
- CPU: P4 with 2 GHz or higher.

Distributed by:

CONTACT INFORMATION

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ABOUT COGNIMATICS

Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. Having a team of senior researchers with more than a decade of experience from Cognitive Vision, Cognimatics' technology is built on a solid and sound scientific foundation.

COMPANY MISSION

Cognimatics works in close cooperation with the university to take new results from research to the market efficiently.

COGNITIVE VISION

Cognitive vision is a field of research, where the aim is to teach computers to interpret images intelligently like humans do. It involves detecting people in pictures, finding objects in pictures, tracking objects and detecting events in video streams. Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.

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