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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.



Camera-based People Counter™ 1.0

Product Overview
Cognimatics Industrial applications

TrueView People Counter™ for Mini PC and USB Cameras

In today's competitive retail environment, winning requires having a good understanding of your customers, developing focused strategies and executing them efficiently. Constant changes in customer preferences, eroding customer loyalty and the inherent complexity of large retail organizations require a new level of in-store intelligence to achieve success.

Measuring visitor's path in shop

TrueView People Counter™ for Mini PC and USB Cameras is a unique and field proven product for the retail industry that provides easy-to-use and accurate people counting. Displace several TrueView People Counter™ across the shop and get precise knowledge about how your customers move around in the shop and detect how the paths change over time and with new designs of the layout for the shop. Based on Cognimatics' leading patent pending technology for Cognitive Vision, TrueView People Counter™ offers a cost efficient, scalable, easy-to-install and extremely flexible system for automatic people counting, with a superior accuracy (95-99%).

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

- Get precise and objective measurements 24 hours a day.
- Design and test new layouts of the shop and get immediate feedback
- Determine hot and cold spots
- Use statistics about visitor's paths when negotiating with suppliers.
- 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 you staff planning and determine optimal opening hours.
- Negotiate rent based on the visitors passing by or entering your facility.

Traditional problems installing a large scale people counter system

One problem with large scale people counter systems is that they require extensive manpower for installation and processing power while running. Imaging installing hundreds of camera based people counter and connecting them all to PC:s. You probably need a dedicated room for this purpose together with cabling feeding 10-20 fps from each camera. Also importantly, how do you access data and make them useful?

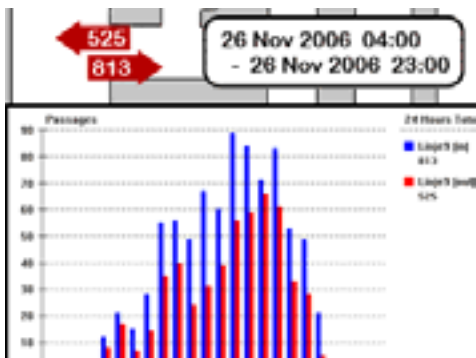
The simple solution



Standard mini PC and two USB cameras equipped with TrueView People Counter™ software offers an unmatched stand alone image processing solution, not requiring a full size PC for people counting.



Get an overview of how people move in the shop.



Click on the an arrow in the image and get bi-directional counting of people passing the camera's view. Differentiate between going up or down the aisle.

With **TrueView** People Counter™ for Mini PC and USB Cameras you have all the processing power distributed to the cameras significantly reducing cable data traffic and the need for dedicated PC:s. Based on standard mini PC, two connected USB cameras and WiFi connection you get a complete, flexible and accurate solution that is easy to install and gives you convenient access to data.

Distribute any number of **TrueView** People Counter™ with ceiling mounted cameras in your shop and get a modular bi-directional people counting system that is easy to manage, reorganize and access data from. Data can be downloaded to USB stick or over encrypted WiFi.

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 counter data.

Features

- Automated system, operated in real-time, running on Mini PC and using USB cameras, easy to install and maintain.
- Seamless integration with **TrueView Report™**.
- Unlimited number of cameras.
- Bi-directional 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 overcomes shadow and reflection problems.
- Export data to Microsoft Excel (CSV), or as PNG.
- Units can be linked to monitor wide entrances.

Specifications

- Place cameras at least 4.5 meters above floor.
- Platform: Mini PC, two USB cameras, WiFi.
- Recommended minimum frame rate: 10 frames per second.
- Recommended image size at least 160x120 pixels.
- Person size at least 40x30 pixels.

Distributed by:

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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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