COGNIMATICS

COGNIMATICS
RETAIL ANALYTICS
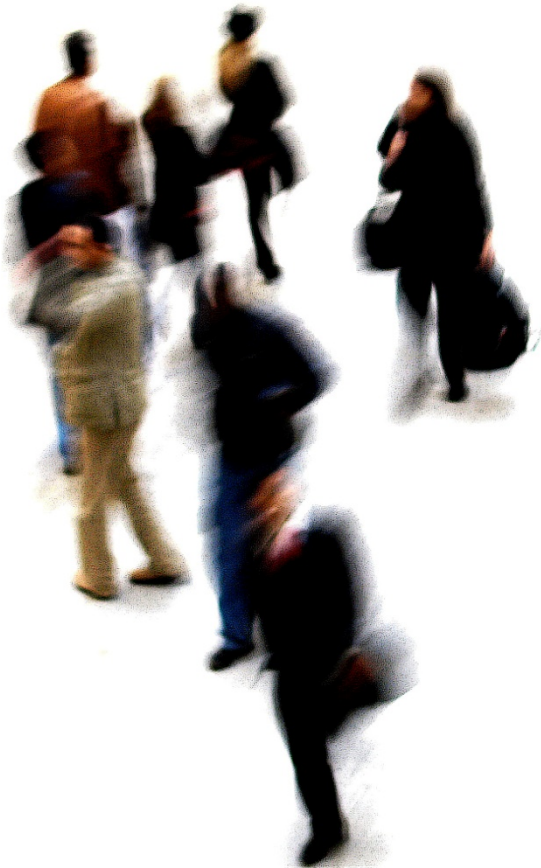
- Video analytics as a **marketing tool**
- Key retail analytics
    - How many people visit your store?
    - When do they visit?
    - Where are the hot zones in your store?
    - What are people looking at in you store?
    - What type of people visit the store?
    - Are your staffing levels optimal?
    - Is your advertizing effective?
    - Are your store hours right?
    - **What is your sales conversion rate?**

SALES CONVERSION RATE

- Conversion rate: Transactions/traffic
- Considered the **most accurate indicator of a company's performance**.
- One of the most fundamental, and cost effective, tools for improving profitability.

HOW TO USE TRAFFIC DATA

- Allocate your staff effectively.
- Identify and reward high performing stores and employees .
- Set goals and evaluate progress at underperforming stores .
- Comparing this year's results to last year's .
- Compare one store's ability to convert shoppers to buyers.

EMBEDDED VIDEO ANALYTICS

- All video analytics done on Axis standard camera
- No additional hardware
- Easy to deploy
- Infinitely scalable
- Stability
  - Keeps working when network goes down
  - Stores data locally
- Low bandwidth requirements.
- Tens of thousands of copies sold in more than 50 countries
- 1 to more than 1000 licenses per customer.

TRUEVIEW PRODUCT SUITE

- Analytics
  - TrueView People Counter™
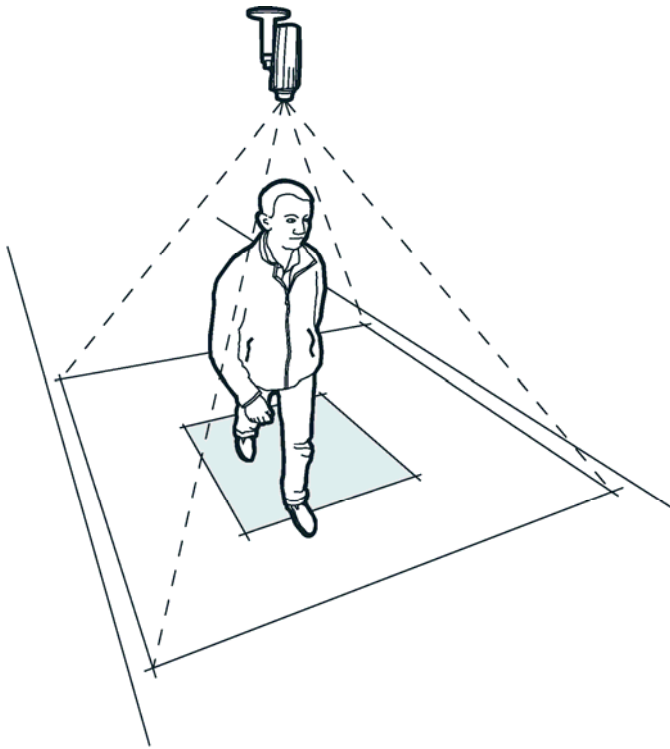 - TrueView HotZone™
  - TrueView Dwell Time™
- Reporting
  - TrueView Web Report™

TRUEVIEW
PEOPLE COUNTER

- Inconspicuous camera based people counter.
- Scalable solution.
- Two ways counting
- High accuracy.
- Patent pending technology.
- **Embedded in cameras**
  - Axis 212 PTZ
  - Axis 207 W
  - Axis 209 FD-R

SYSTEM OVERVIEW

- Place camera straight down directly over counting area
- Camera placement at least 3.0 m above floor.
- Several persons can pass simultaneously.
- LAN or WiFi data traffic
- Access to camera via web browser
- Easy to
  - install
  - integrate
  - use

LIVE VIEW

SETTINGS

STATISTICS

Statistics for Entrance

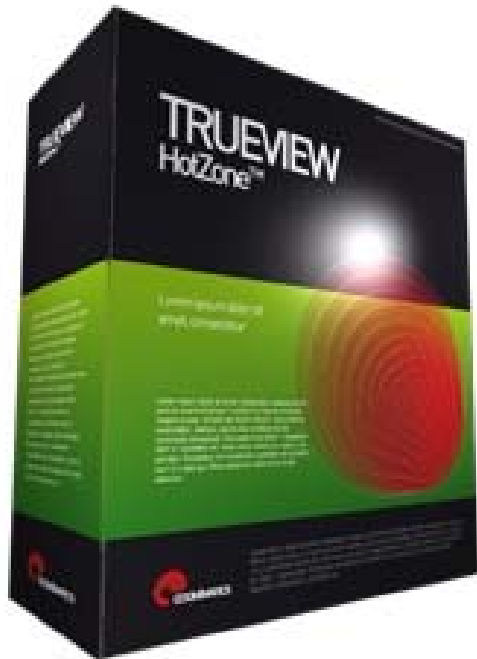|	1/3	2/3	3/3	4/3	5/3	6/3	7/3	8/3	Average
In	35	120	82	113	117	0	37	21	72
Out	19	114	77	112	113	0	30	25	66

Day chart
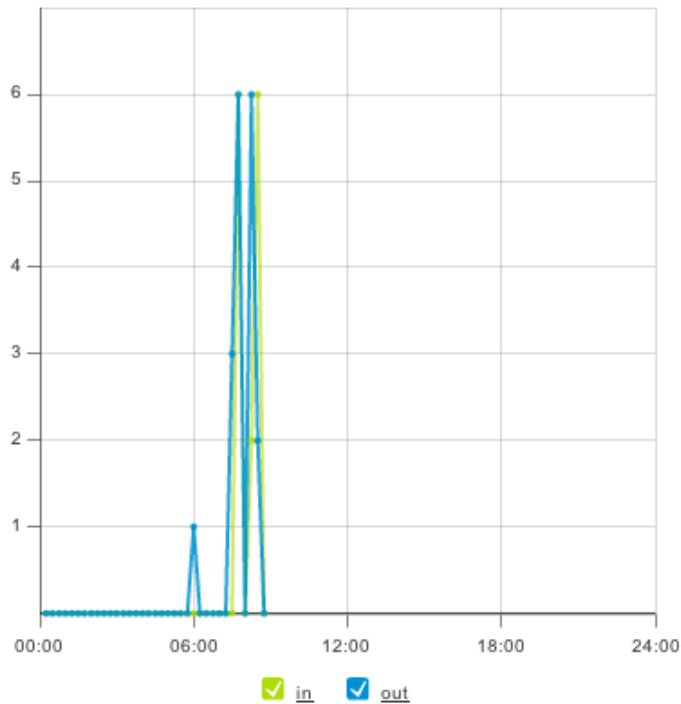
Week chart
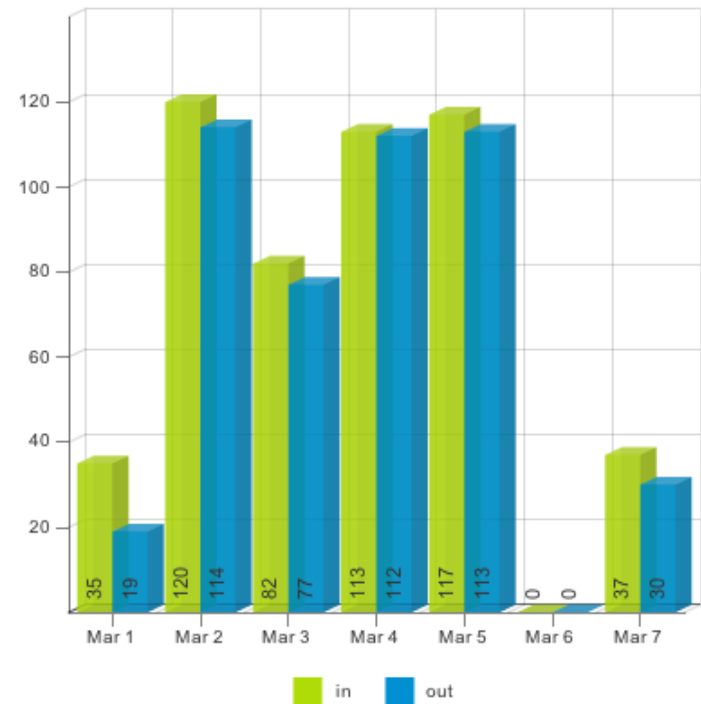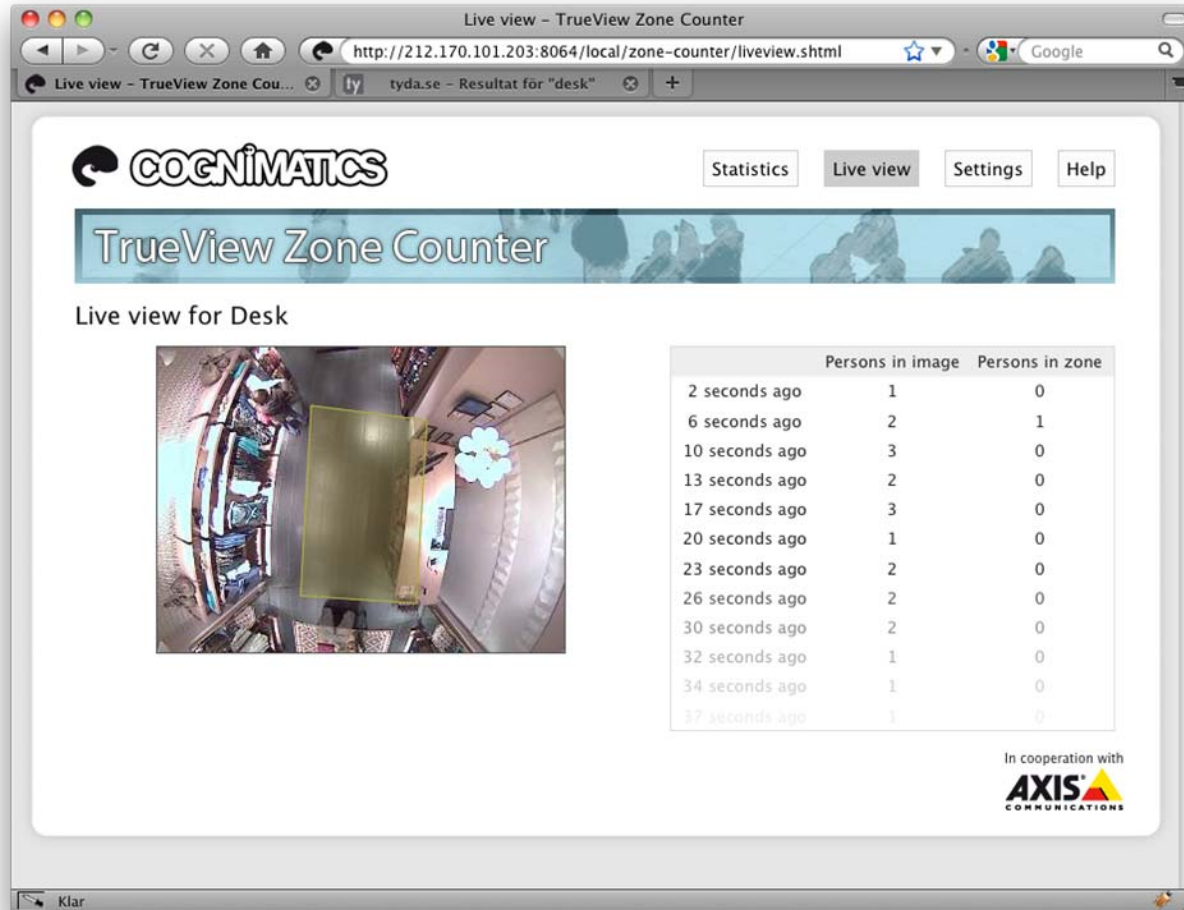
XML | DTD

TRUEVIEW
ZONE COUNTER

- Inconspicuous camera based **open area** people counter.
- Scalable solution.
- **Embedded in Axis 212 PTZ**
- Place camera straight down directly over counting area
- Any number of people
- Use it for
  - Measure queue length.
  - Trigger alarm if area is overcrowded.
  - Count people in waiting halls, stores, …

SYSTEM OVERVIEW
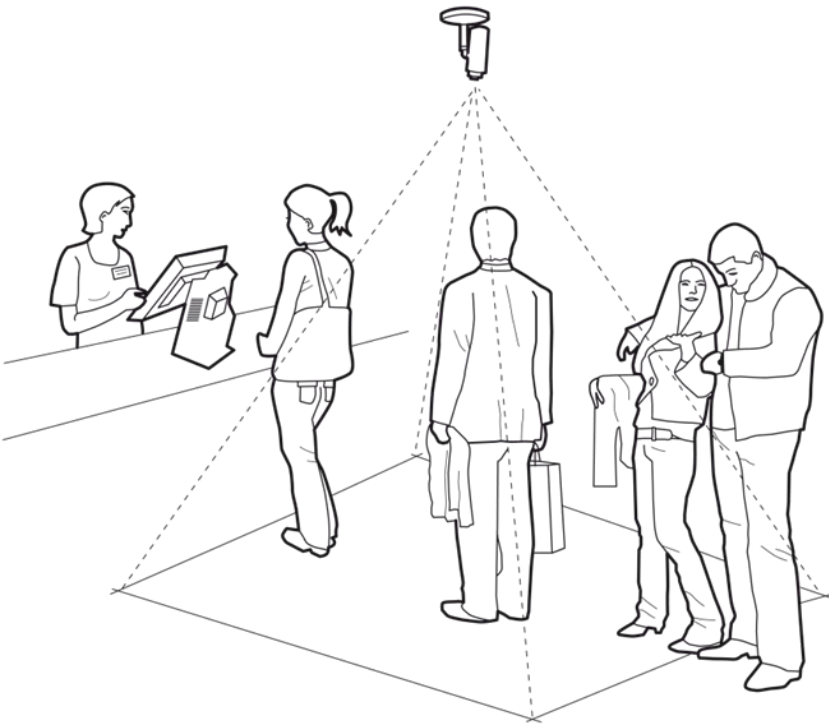
- Place camera straight down directly over counting area
- Camera placement at least 3.0 m above floor.
- Any number of persons under camera.
- LAN or WiFi data traffic
- Access to camera via web browser
- Easy to
  - install
  - integrate
  - use

LIVEVIEW

TRUEVIEW
DWELL TIME

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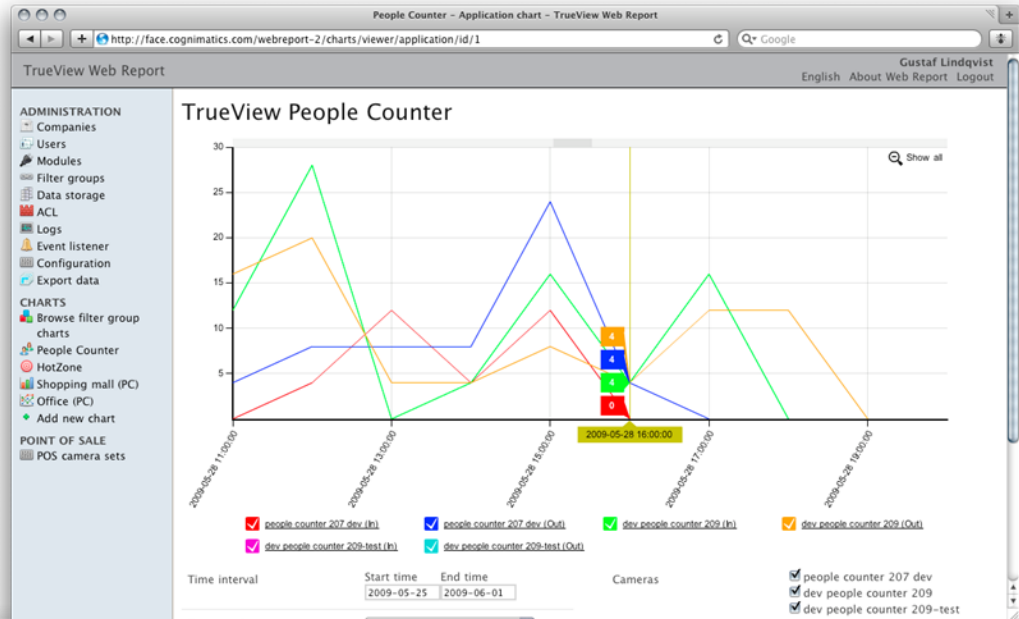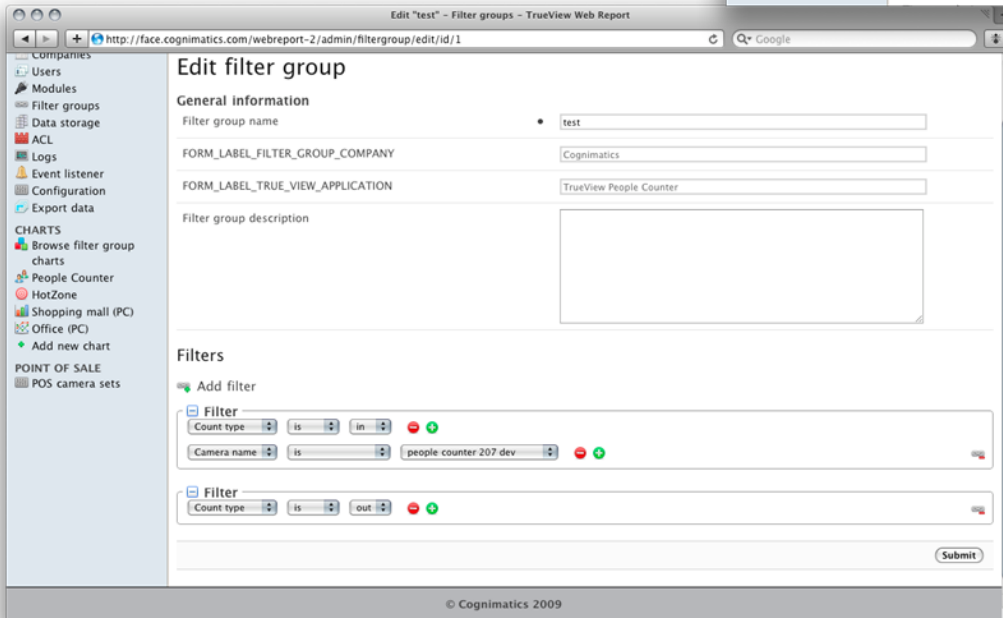- Place camera close to media
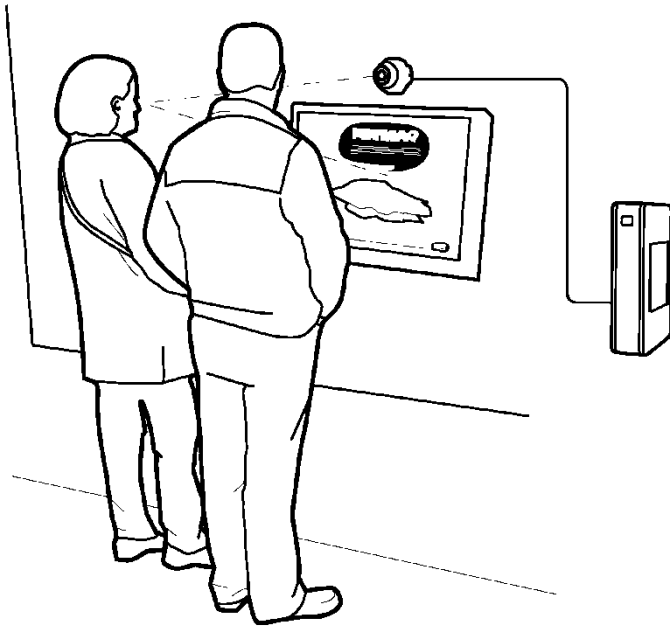
TRUE VIEW WEBREPORT

- Automatic data transfer to MySQL server from all your counter units
- Installation on your server
- Remote access via web browser.
- Interactive charts.
- Automatic email reports.
- View and analyze data.
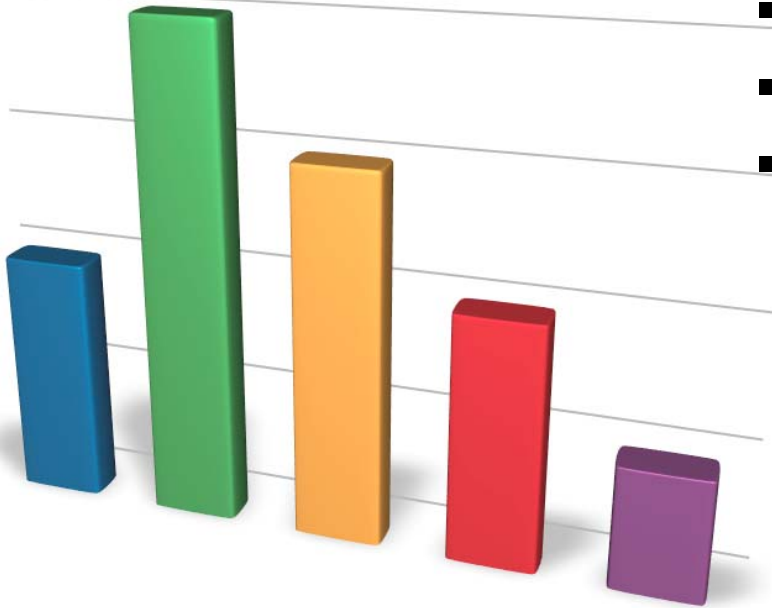
TRUEVIEW WEB REPORT
SCREEN SHOTS

COGNIMATICS – PERSONAL AND INDUSTRIAL SOFTWARE APPLICATIONS

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