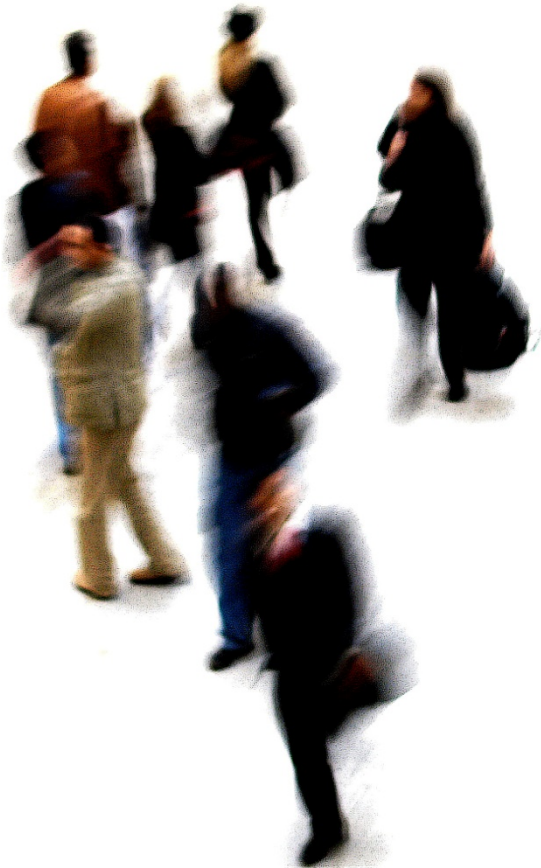




COGNIMATICS - PERSONAL AND INDUSTRIAL SOFTWARE APPLICATIONS

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 your 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™

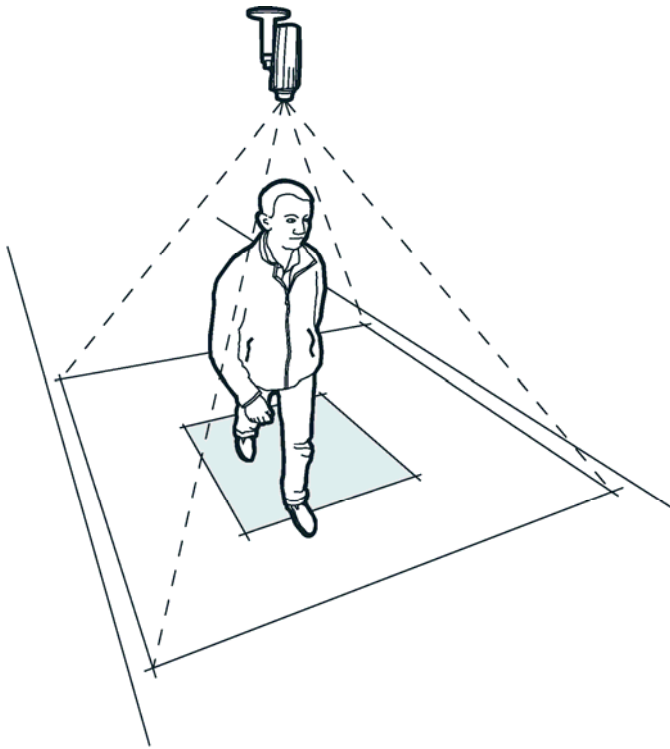


TRUEVIEW PEOPLE COUNTER



- 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

Live view - TrueView People Counter

http://10.2.3.116/local/people-counter/liveview.shtml

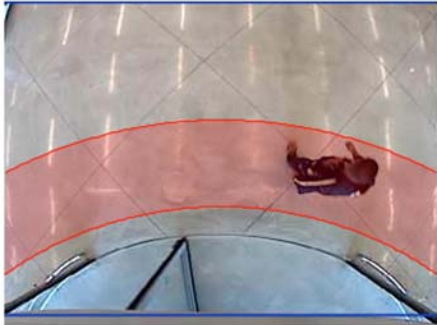
Live view - TrueView People Coun... +

COGNIMATICS

Statistics Live view Settings Help

TrueView People Counter

Live view



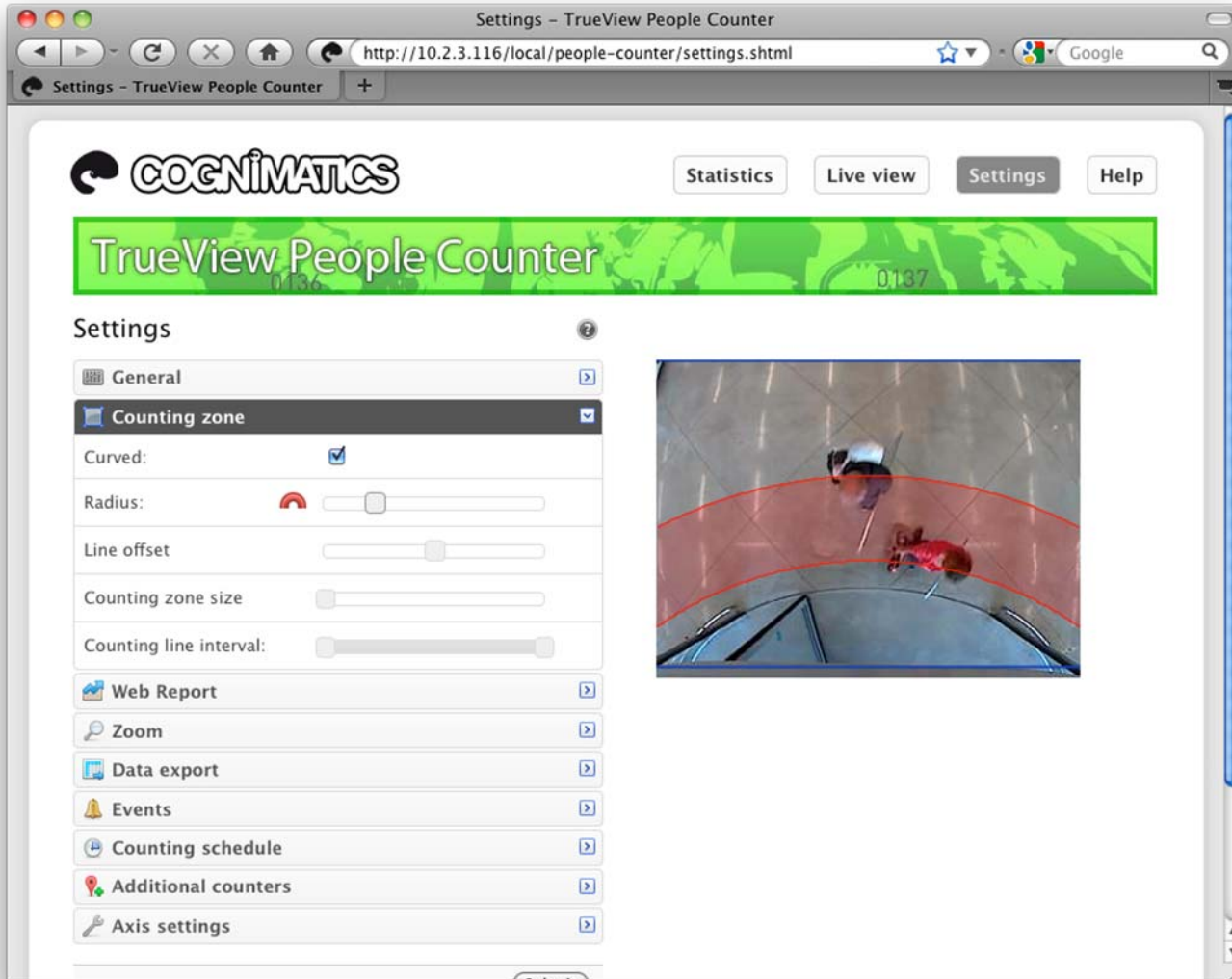
	In	Out
0 seconds ago	1	0
8 seconds ago	0	1
12 seconds ago	1	0
16 seconds ago	0	1
18 seconds ago	0	1
23 seconds ago	1	0
54 seconds ago	1	0
1 minute ago	1	2

In ↑ Out ↓

19 23

In cooperation with
AXIS
COMMUNICATIONS

SETTINGS



The screenshot shows a web browser window titled "Settings - TrueView People Counter". The address bar contains the URL "http://10.2.3.116/local/people-counter/settings.shtml". The page features the COGNIMATICS logo and navigation buttons for "Statistics", "Live view", "Settings", and "Help". A green banner displays "TrueView People Counter" with a counter value of "0137".

The "Settings" section is active, showing a list of configuration options:

- General
- Counting zone (selected)
 - Curved:
 - Radius:
 - Line offset:
 - Counting zone size:
 - Counting line interval:
- Web Report
- Zoom
- Data export
- Events
- Counting schedule
- Additional counters
- Axis settings

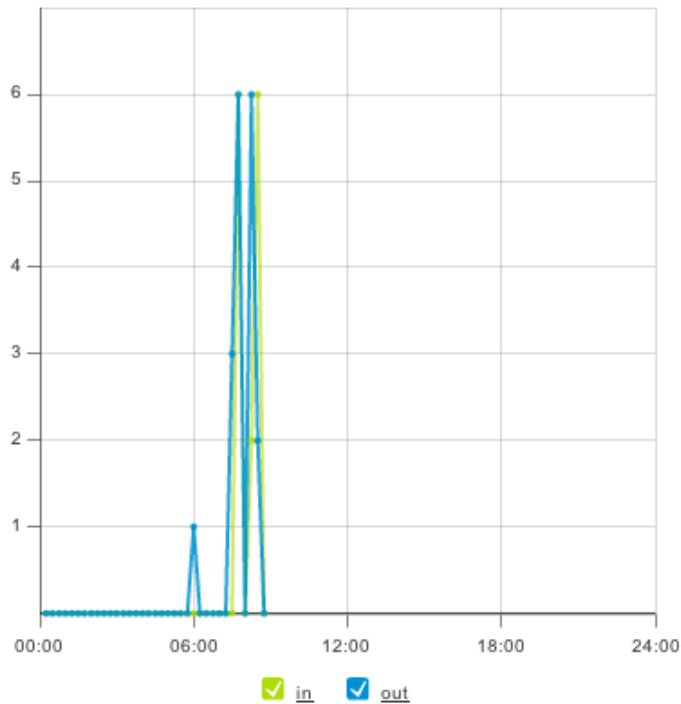
To the right of the settings is a live video feed showing a top-down view of a person walking through a red curved counting zone. A counter value of "0137" is visible in the top right corner of the video area.

STATISTICS

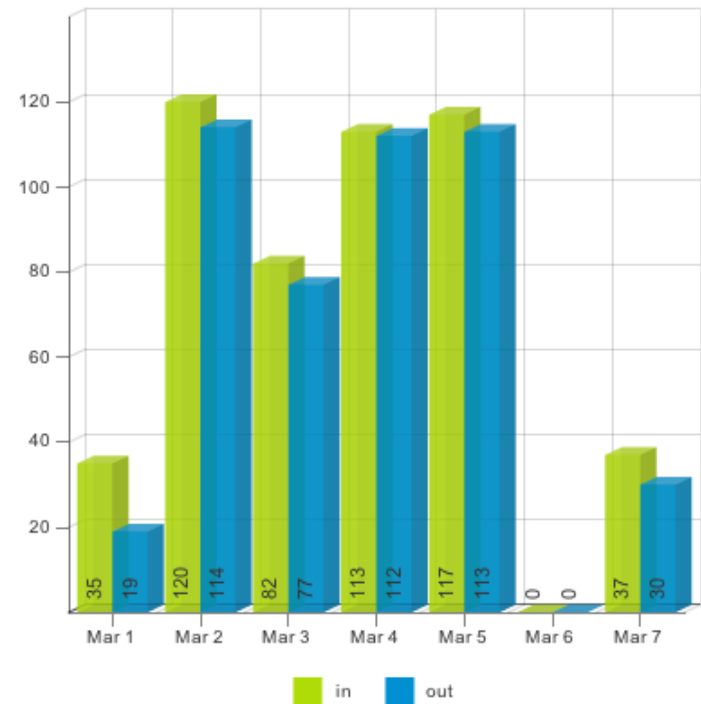
Statistics for Entrance

	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

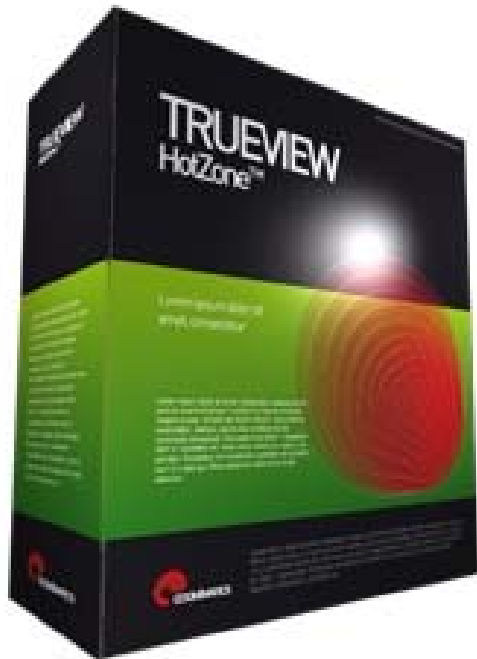


Week chart



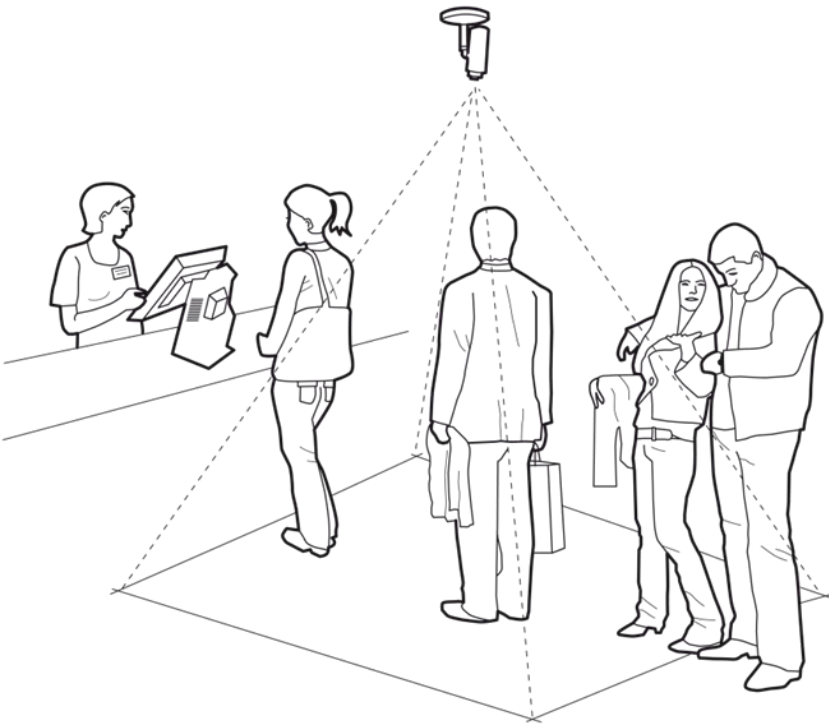
[XML](#) | [DTD](#)

TRUEVIEW ZONE COUNTER



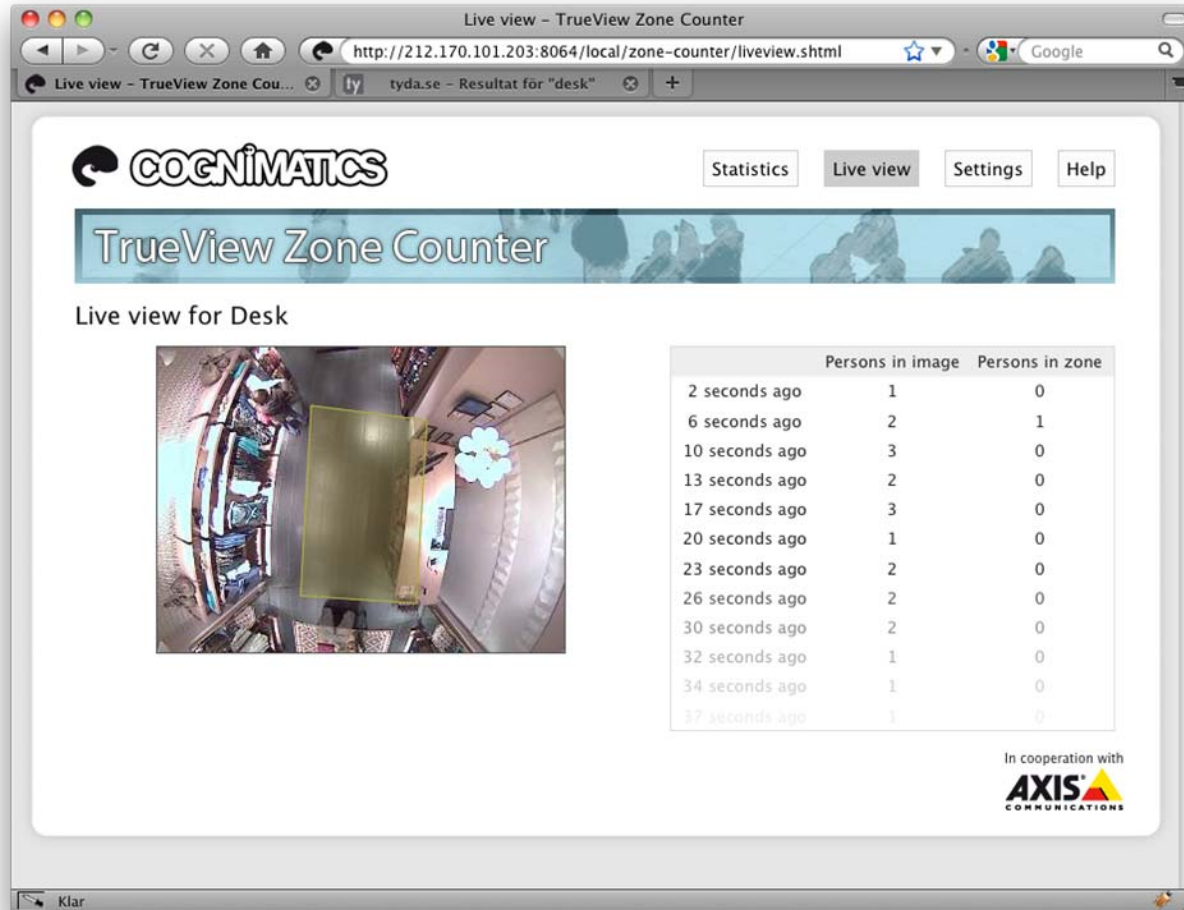
- Inconspicuous camera based open area people counter.
- Scalable solution.
- **Embedded in Axis 212 PTZ**
- Place camera straight down directly over counting area
- Any number of people
- Use it for
 - Measure queue length.
 - Trigger alarm if area is overcrowded.
 - Count people in waiting halls, stores,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

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



Live view - TrueView Zone Counter


http://212.170.101.203:8064/local/zone-counter/liveview.shtml

COGNIMATICS

Statistics Live view Settings Help

TrueView Zone Counter

Live view for Desk



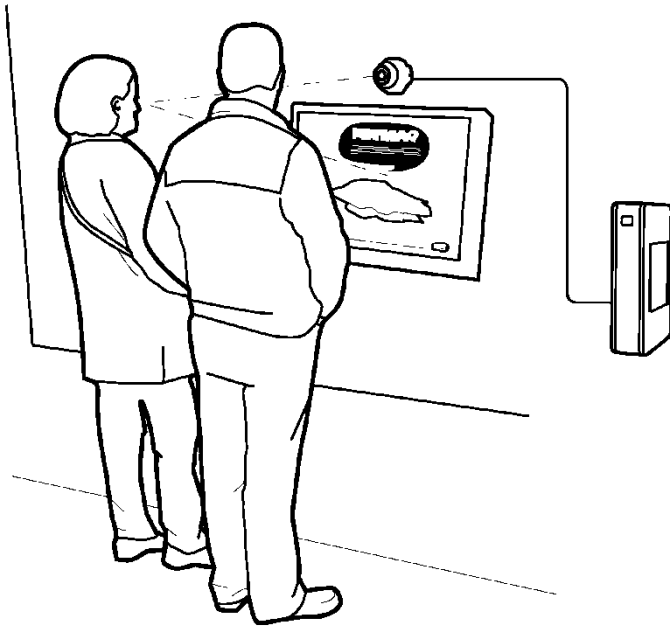
	Persons in image	Persons in zone
2 seconds ago	1	0
6 seconds ago	2	1
10 seconds ago	3	0
13 seconds ago	2	0
17 seconds ago	3	0
20 seconds ago	1	0
23 seconds ago	2	0
26 seconds ago	2	0
30 seconds ago	2	0
32 seconds ago	1	0
34 seconds ago	1	0
37 seconds ago	1	0

In cooperation with
AXIS
COMMUNICATIONS

Klar

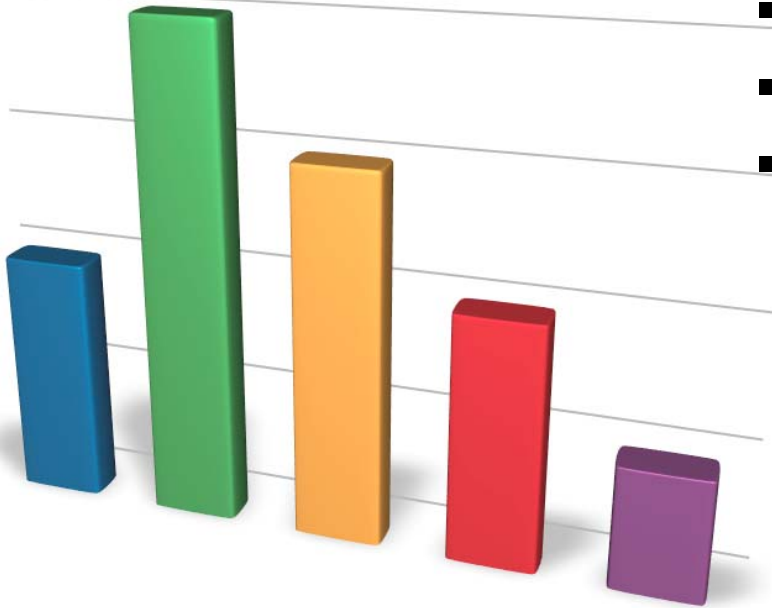
TRUEVIEW DWELL TIME

- 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

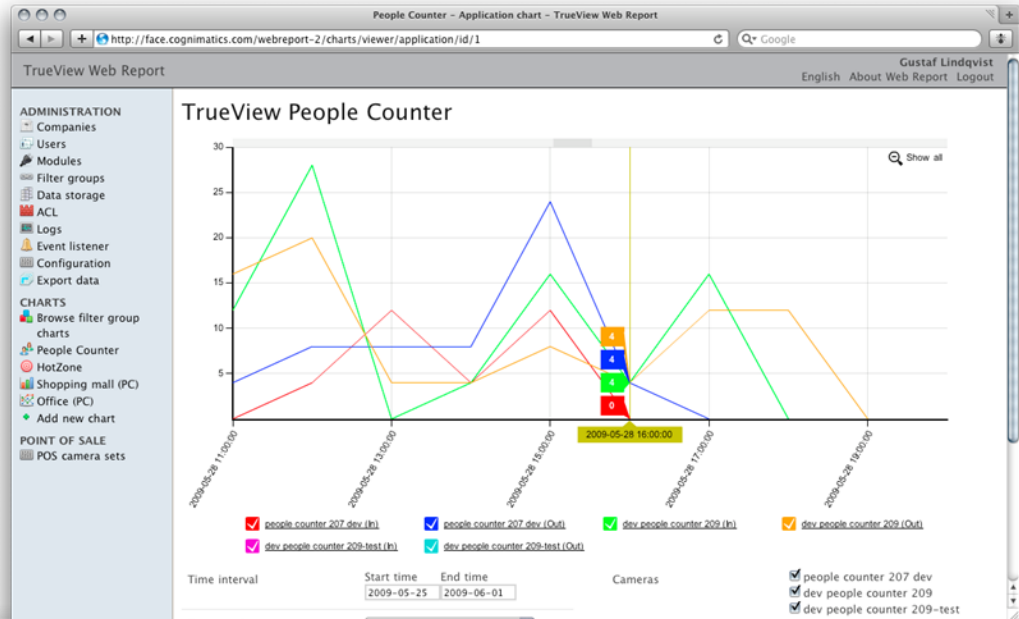
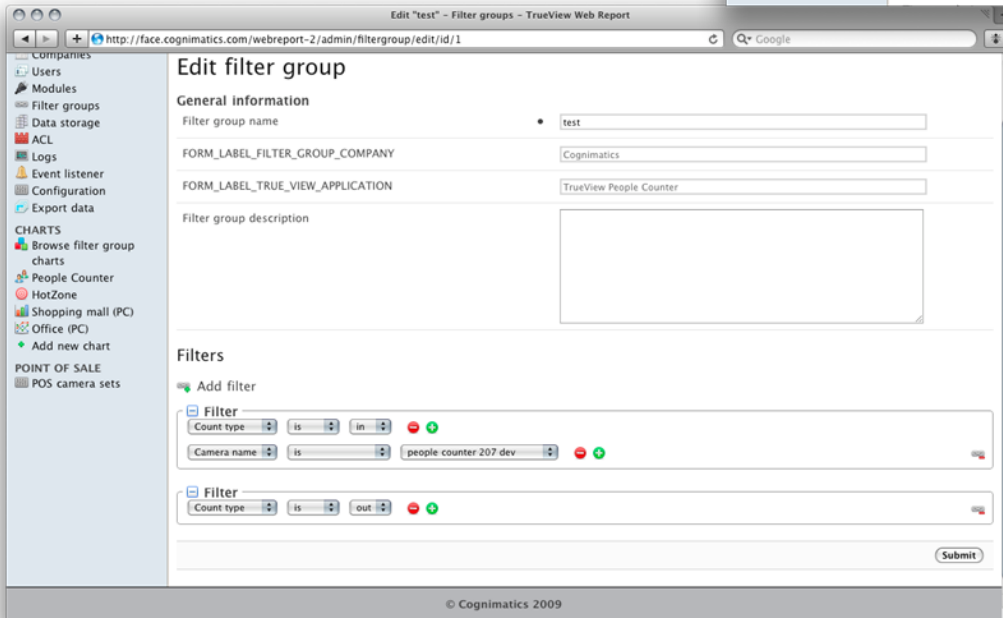


TRUE VIEW WEBREPORT

- 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

Edit "test" - Filter groups - TrueView Web Report

Filter group name: test

FORM_LABEL_FILTER_GROUP_COMPANY: Cognimatics

FORM_LABEL_TRUE_VIEW_APPLICATION: TrueView People Counter

Filter group description:

Filters:

- Filter: Count type: is, in, people counter 207 dev
- Filter: Count type: is, out

Submit

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