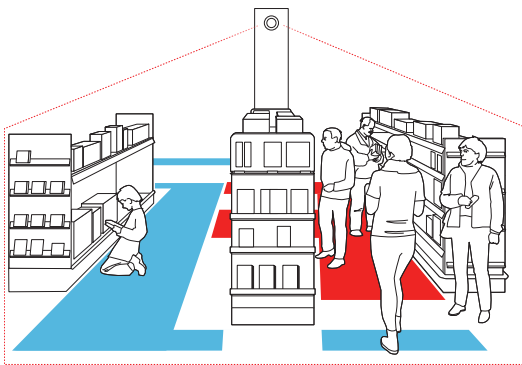Cognimatics AB
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Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.

Camera-based Heatmap

Product Overview
Cognimatics Industrial applications

TrueView **Heatmap™**
Fully embedded for network cameras

Where do shoppers go? TrueView Heatmap™ gives you the answer.

TrueView Heatmap™ is a tool for measuring traffic patterns inside your store visually. It runs fully embedded in standard ceiling mounted or wall mounted network cameras and allows you to follow and detect where shoppers go in your store. Using TrueView Heatmap™ you get a powerful tool to test and optimize your store layout. A camera running TrueView Heatmap™ can at the same time also be used as a standard camera for surveillance, potentially reducing the total project hardware cost.

Store design

The design of a store is crucial for the shopping experience. Having a well thought through and tested design can help leverage your business dramatically. Measuring how shoppers are using the space of your store gives you the information you need to test and optimize the store layout - potentially leading to improved space utilization and more satisfied and loyal customers. TrueView Heatmap™ provides an easy-to-use tool that allows for a scientific approach to evaluate store design changes. The product can help you to pinpoint problems areas, find the best merchandising spots for product campaigns, set shelf rent based on traffic patterns inside store, and more.
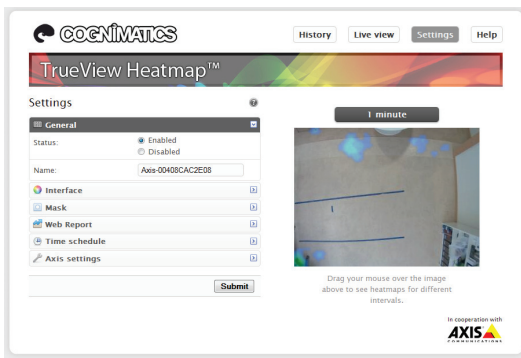
Data monitoring

TrueView Heatmap™ data output can be analyzed directly in the camera by using a standard web browser and pointing it to the camera's URL. After a few clicks with the mouse the user can view traffic patterns over the last minutes, hour and half day. TrueView Heatmap™ data can also be stored permanently on server and analyzed over any period of time using the optional PC software package TrueView Web Report™.

Reporting

Data can be viewed directly in the camera by pointing your web browser to the URL of the camera. It does not require any additional software.

With the additional software package TrueView Web Report™ you get a powerful tool that works seamlessly with TrueView Heatmap™. TrueView Web Report™ gives you efficient storage of historical data and easy access and analysis of traffic patterns over any available time period. TrueView Web Report™ is perfect for managing multi-site installations and can be accessed from any physical location using a standard web based interface.

TrueView Heatmap™ gives you easy access to traffic patterns inside your store directly in the camera.

TrueView Heatmap™ settings page screen shot.

TrueView Heatmap™ runs fully embedded in standard ceiling mounted or wall mounted network cameras. While running TrueView Heatmap™ the camera can also be used as a standard camera to for example surveillance.

System overview

TrueView Heatmap™ is a stand-alone intelligent video application embedded directly in standard network cameras. All video analytics is done directly on the camera - at the edge - giving a cost efficient, scalable, and very easy-to-use solution that requires no dedicated PC. The complete solution is easily installed in an existing local area network and configuration can be done at any physical location using a standard web based interface. The installation is so easy that it can be done and maintained by local staff with basic network experience. TrueView Heatmap™ is powered by Cognimatics' leading patent pending technology for intelligent video.

Features

- Camera can be used for both surveillance and heatmap analysis at the same time.
- Automated system, operated in real time.
- Fully embedded into network camera.
- Easy to install and setup.
- View heatmap data directly in camera.
- Store and analyze data over any available period of time using TrueView Web Report™.
- Export data to jpeg images using TrueView Daemon™.
- Maintain the product remotely over IP, set and monitor parameters, download or stream video.
- Leading digital image processing minimizes shadow and reflection problems.

Specifications

- Fully embedded.
- Mounting: ceiling or wall
- For indoor use
- Platforms: AXIS ACAP cameras.
- Browser support: Mozilla Firefox 3.x, Safari 3.x, Internet Explorer 7 or higher.

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.

www.cognimatics.com

COGNIMATICS
WHEN AN IMAGE IS NOT JUST AN IMAGE