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Cognimatics is the global leader in Cognitive Vision. The company offers efficient and innovative imaging products for Intelligent Retail Surveillance and Mobile Communications.



## Camera-based People Counter

Product Overview  
Cognimatics Industrial applications

### TrueView People Counter™ fully embedded for Axis IP cameras



In today's competitive retail environment, success is dependent on a thorough understanding of existing and potential customers. Constantly changing customer preferences, eroding customer loyalty and the inherent complexity of large retail organizations demand increased analysis of the customer behavior.

Based on Cognimatics' patent pending technology for Cognitive Vision, TrueView People Counter™ offers cost efficient, scalable, and easy-to-install people counting. It is a powerful stand-alone people counting application embedded directly in Axis IP cameras, letting users leverage existing IP networks. All counting is done locally on the camera dramatically reducing Ethernet bandwidth requirements. 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.

#### Benefits from people counting

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

- Increase sales by leveraging your buyer-to-traffic 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 people passing by or entering your facility.

#### Reporting

TrueView People Counter™ lets you view important statistics like

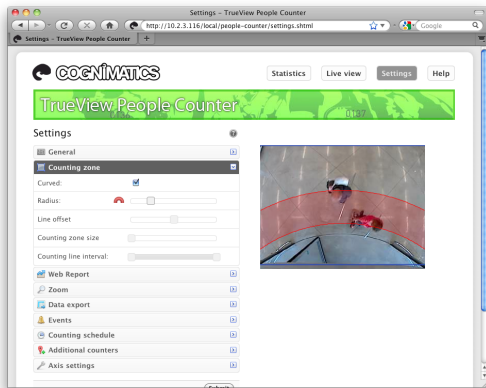
- number of visitors,
- conversion rate, and
- average basket size.

Data is updated in real time by logging into the camera via your web browser. It does not require any additional software. With the additional software package TrueView Report™ or TrueView Web Report™ you get a powerful statistics tool that works seamlessly with TrueView People Counter™. It helps you analyze people counting data, manage multi-site people counting and export data to compare with

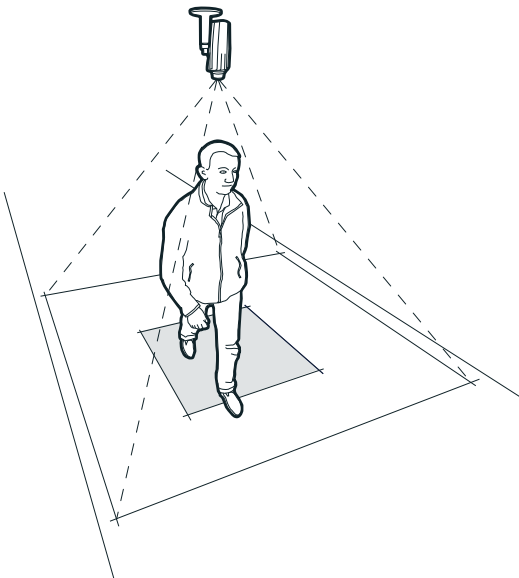
- POS data,
- daily weather conditions
- marketing statistics etc.



Axis M3113R equipped with TrueView People Counter™ offers an unmatched stand alone image processing solution, not requiring a PC for people counting.



Set all parameters with a minimum of effort and optimize the counting zone using simple slide bars.



Bi-directional counting of people passing the camera's view. Differentiate between going up or down.

## System overview

**TrueView** People Counter™ is an automated stand-alone, two way people counting system for ceiling mounted cameras, that is powered by Cognimatics' leading patent pending image processing software. The installation is so easy that it can be performed and maintained by your own staff. When not running **TrueView** People Counter™, cameras can also be used for standard purposes, like for example surveillance. Furthermore, accessing the camera over IP is very cost efficient for maintenance, where you can manage camera and people counting remotely. This includes downloading or streaming of video remotely.

**TrueView** People Counter™ runs directly on your Axis IP camera, and data can be retrieved for analysis on timed intervals as frequent as one minute. The software is modular and completely autonomous with all counting done on the camera's CPU, requiring no dedicated PC. Manage, analyze and view data from any number of units and from multiple sites, using **TrueView Report™** or **TrueView Web Report™**.

## Features

- Automated system, operated in real time, fully embedded into Axis IP cameras.
- Easy to install and setup.
- Maintain your people counter remotely over IP, set and monitor parameters, download or stream video.
- Seamless integration with **TrueView Report™** or **TrueView Web Report™**.
- Push XML counting data automatically from camera to SQL based **TrueView Web Report™**.
- Unlimited number of cameras to a site or portfolio of sites when combined with **TrueView Report™** or **TrueView Web Report™**.
- Two way 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 minimizes shadow and reflection problems.
- Export data from **TrueView Report™** to Microsoft Excel (CSV), or as PNG.
- Open protocol lets you integrate with data from POS and other systems.

## Specifications

- Fully embedded.
- Minimum height over floor: 3.0 meters
- Maximum entrance width: 5.0 meters.
- Supported Axis models: 207W, 209FD, 209FD-R, 212PTZ, M3113R, M3203, P3343VE

## 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. With a team of world leading researchers from the field of Cognitive Vision, Cognimatics' technology rests on a 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 goal is to teach computers to interpret images intelligently like humans do. It includes both Intelligent Video and still image analysis. Cognimatics, the global leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Intelligent Retail Surveillance and Mobile Communications.

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