

MD7560X

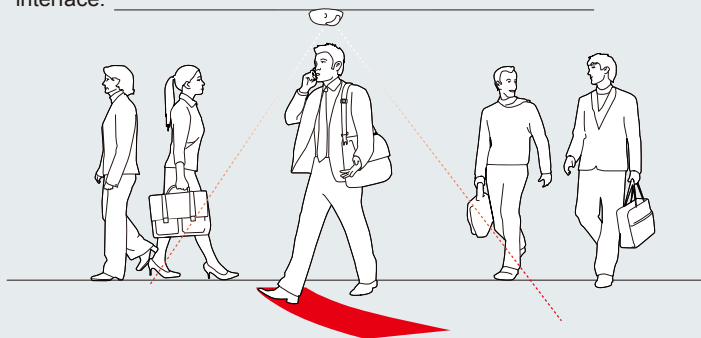
Smart Series Network Camera

Embedded with Cognimatics'
TrueView People Counter™



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 VIVOTEK network camera MD7560X, allowing users leverage existing IP networks. People 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.



Features

- > Automated system, operated in real time, fully embedded into VIVOTEK MD7560
- > 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 counting data automatically from camera to **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

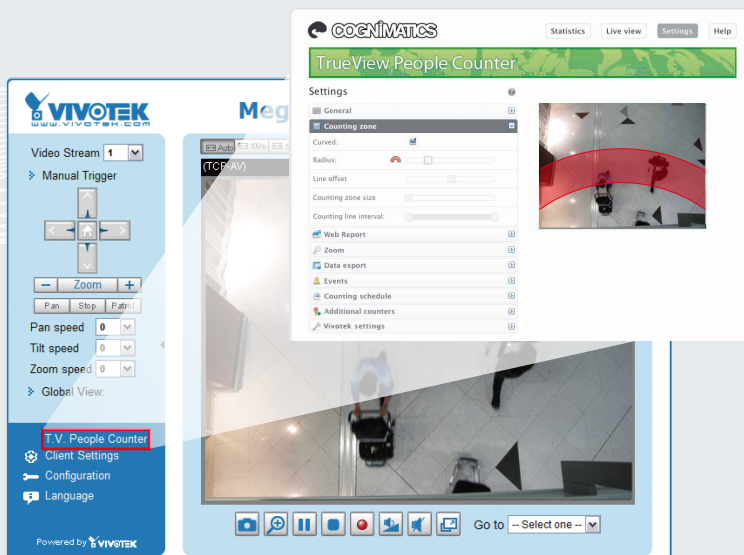
Specifications

- Fully embedded
- Minimum height over floor: 3.0 meters
- Maximum entrance width: 10.0 meters
- Supported VIVOTEK model: MD7560X

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. Integrated with VIVOTEK network camera MD7560X, the installation of the IP surveillance system and remote access is very easy and cost-efficient.

TrueView People Counter™ runs directly on VIVOTEK network camera MD7560X, and data can be retrieved for analysis on timed intervals. The software is modular and completely autonomous with all counting done on the camera's CPU, requiring no dedicated PC server. Users can manage, analyze and view data from any number of units and from multiple sites, using **TrueView** Report™ or **TrueView** Web Report™.



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

People Counter System



MD7560X Network Camera

VIVOTEK, the leading manufacturer in IP surveillance industry



License Code

TrueView People Counter™

Cognimatics, the global leader in Cognitive Vision

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.

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