FootfallCam™

People Counting System

with Experience, Expertise, *and a* Proven Enterprise Solution

Global Leader in
People Counting System

Footfallcam's Premier Stereo Overhead (3 D) people counter mounts on the ceiling to provide holistic traffic view with enhanced activity analysis and video validation abilities. It provides some key benefits and business value to the retailers such as Casinos, Retail Chain, Museum and Libraries, Shopping Malls, and etc. Advanced capabilities allow the sensor to count side-by-side traffic, track multiple people simultaneously, differentiate between adults and children, and avoid counting carts and strollers. As shoppers pass through the sensor's field of view, they leave a unique trail or path. Each path is tagged with a unique ID that can then be converted into numerous metric opportunities within the sensor.

The built in Wi-Fi sensor collects the shoppers' Wi-Fi beacons and combining with the video counting data, it can track each person's movement using unique identifier of Wi-Fi signal.

Coupled with our innovative approach to product development, we have successfully developed our flagship product, FootfallCam 3D Max. It is currently the

✓ Most accurate.
   Using 3D counting technology.

✓ Most features rich.
   Wi-F i analytics, video counting, etc.

✓ Most powerful hardware.
   With quad-core 1GHz processor and built-in graphics card.

✓ Most comprehensive software suite.
   Manage multiple counters from the head office.

We are the first in the world who combine people counter and Wi-Fi analytics into a single device. We are committed to continually maintain our market leading position, bringing a great deal of strategic foresight that our customers needed.

Manufacture Assurance

During manufacture process, we always inspect and review thoroughly all the components of the counter to ensure our products having the tip-top standards. We provide before and after-sales service assuring you of our full support.

Quality Control

We never compromise in our quality. Before the counter is delivered to your doorstep, we will always ensure the counter has been tested numerous time. The counter has been tested in their durability, sustainability and also functionality.

25 Years Meantime To Failure (MTTF)

MTTF represents how long a product can reasonably be expected to perform in the field based on specific testing. Thousands hours of research have proven that our products are expected to have a longer MTTF-25 years, which can be a cost efficient investment to study the visitor behaviors in the store.

General Specifications	
Device Dimension	Device dimension (WxDxH): 245 x 45 x 28 mm Packing dimension (WxDxH): 250x210x55mm
Technology	3D Stereo Vision
Lens	Dual lens design. 120° horizontal angle of view; Min. height 2 meters, Max. height 12 meters
Casing	Aluminum oxide alloy, Water and dust resistant
Field Upgradable	Auto Software upgrade
Power	Power over Ethernet: 47V DC, 0.12A (6W)
Environmental Specs	Operating environment: Temperature 10°C to 45°C, Humidity 10% to 90% Storage environment: Temperature -40°C to 80°C, Humidity 10% to 95%
Sensors	1/4 inch CMOS (5MP resolution)
Output	5MP Omnivision 5647 Camera Module
Frame Rate	15 fps
CPU	900 MHZ

Network And System	
Interface	Http
User Levels	2 levels: Administrator, Standard User
Operating System	Footfall Counter OS
Cable	Cat5 / Cat6
Ethernet	10/100 Mb Ethernet
Time	NTP, Adjustable me zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	SQLite
Report Format	Json,.csv, .xml
Network Usage	Daily max 12 Kbytes
Data Storage	8 Years storage with auto synchronization

Footfall Analytics Software

FootfallCam Analytics Software is a web based enterprise class software which have built in Analytics Workspace. The software will gather footfall and wifi analytic data and convert them to meaningful business metrics that would be valuable for the business entities for further analytics usage and reporting purpose.

Business Intelligence Analytics

Data Analytics workspace which allows retailer to roll up and drill down the data to see the further deep insight of the visitor behavior. Retailers could quickly gain the insight to the seasonal traffic patterns, customer trends and support their operational and marketing decision. User can identified the patterns and carry out holistic analytics with minimal training.

Data Metrics

Keeping up with figures and trends. Tracking the number of visitors, dwell time, returning rate, passer by and etc. are basic metric that every retailer should absolutely track. Footfallcam collect footfall data and Wi-Fi analysis data and convert them into a meaningful business metrics. We have predefined over 15+ Key Performance Indicator (KPI) and over 60 reports all inclusive as part of the standard software package.

Data Integration API

API are available to import or export data to and from a system. FootfallCam is a fully embedded software module, intended for any environment where store footfall counting is required. Business intelligence (BI) system extracts and analyses footfall data (from FootfallCam central server) together with ePOS data or staff labour hours (from retailer's ePOS system or staff management system) to produce management report for corporate strategic planning.

Software Installation

Software can be installed in your own server, alternately we offer cloud solution where we take care of data backup, data availability and system update and maintenance.

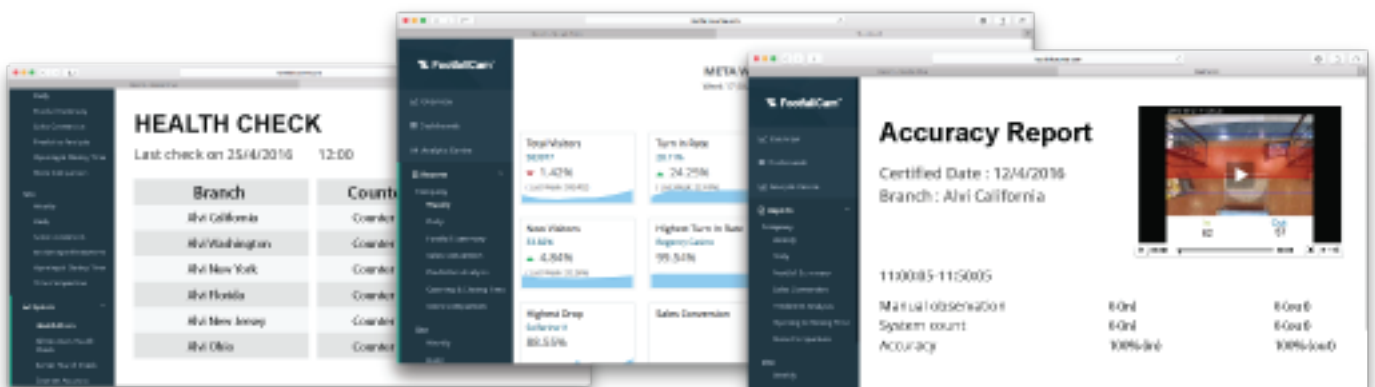| Daily Counter Health Check Screening | Account Management For Different Access Level | Regular Data Backup | Easy to Set Up | Centralise Management Of All Counters | Auto Software Update | Multi Language Pack |

Analytics

Visitor Count
Measure number of people entered to your site

Visit Duration
Measure how long the visitor stayed in your site

Cross Shopping
How many visitor has cross shop to another shop

Outside Traffics
Visualise the passer by of the site and measure the turn in rate

Returning Customer
Measure how many of them are frequent visitor

Zone Analytics
Visualise the traffic flow in a specific zone

FootfallCam counter is a Wi-Fi hotspot itself. It is able to detect the Wi-Fi signals emitted by the smartphones. It able to differentiate visitors based on the unique identifier associated with the Wi-Fi enabled devices. By combining Video and Wifi technology, Footfallcam can measure a deep customer insight, for example their dwell time, storefront conversion, returning rate, cross shopping and more.

What are the benefits combining Wifi + 3D?

Normalizing Wi-Fi data with the accurate video counting data gives you the absolute number on overall customer shopping behaviour.

Cost efficient as only require 1 counter to count outside traffic, visit duration, returning customers and cross shopping.

Big Data to Deep Insights

Big data describes large volume of data that can be analyzed for insights that lead to better decisions and strategic business moves. Footfall-Cam gathers essential raw info such as weather API, historical trend , machine learning and sales data to enable organization to analytics data or in pivot table form.

Built in Predictive Analytics Engine

The built in predictive analytics engines enable the users to learn from historical trends and predict future outcomes and patterns. This helps the users analyze current data and historical facts in order to better understand customers, products and partners and to identify potential risks and opportunities for a business. These data can be compiled and produced a high level analytics reports for the management.

Business Reporting

The software comes with 60+ predefined business reports catering for different industries and different functional roles. User can choose which report included in their system and the reports can be scheduled to be sent to the key person e.g. Marketing director, operation manager, etc via email on a regular basis.

Easy to Install
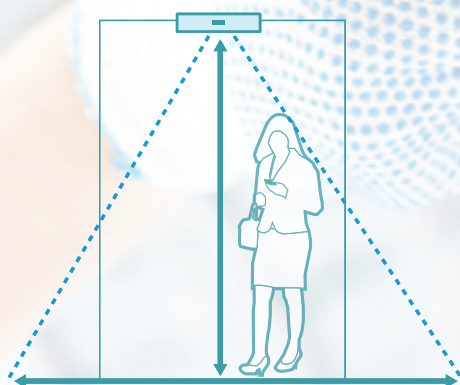
✓ Can be installed by your appointed handyman or by yourself, no technical expertise or training is required

✓ One cable installation - Power-Over-Ethernet (PoE) combines data and power into one cable.

Self Tuning

✓ Self Tuning - Once installed, the counter would start to learning from its video and WiFi traffic patterns, and would define the best fit counting lines, brightness and floor space etc.

✓ Always maintain high accuracy (98+%). Once the tuning is completed, it will remain the same until the counter is moved to a new position.

Easy To Maintain

✓ Self Recovery - Counter has built-in diagnostic checkup, and would try to resolve issues automatically.

✓ Data Backup - all counting is stored inside the counter in the case of failures such as network connection issues.

✓ Health Check Notification - The counter would have a routine checkup every 5 minutes, and would send an email notification if a fault is detected.

Single Door   Multiple Entrance   Zone Detection

Coverage Area Guide

Ceiling Height (metres)	Covered Width (metres)
2.1	2.10
2.3	2.58
2.5	3.06
2.7	3.53
2.9	3.75
3.1	4.10
3.3	4.80
3.5	5.50

Industries

Retail Chains

Central management provides deep insights on the footfall patterns and visitors behavior across all your stores
Customer Count and Conversion Rate
Customer Profiling for Each Store
Multiple stores comparison enable C-level executive to have a macro view of stores performance
Measuring Marketing Effectiveness
Define the best shopper-to-staff ratio and align the staff number to the number of visitors.

Shopping Malls

Understand Your Customer and Gain Deeper Insight on Traffic Flow, Visit Duration, and Returning Customer in Mall
Zone Analytics to Identify Hotspot Zone in a Mall
Report for Shopping Mall Central Management Team

Museum and Libraries

Automated reports give the valid data and overview of their facility (e.g. visitor movement and peak time).
Funding for implementation can be justified and maximized by provision
Allocate funding for proper staffing and security to make sure their facility is safe for all areas, (e.g. for the museum items that are on display)

Small Shops

Cost effective solution
Simple installation- only require 1x network port. Only one Cat5e cable for power supply and data transmission purpose is required in the installation process.
Easy to use software
Full support from installation, accuracy tuning to teach retailer on how to analyze the reports

Casinos

Business intelligence tools to help it to gain deeper insight into local customer profiling like:
"How many customers come in and play?"
"Do they play longer?"
"How many of them come back and play again?"

About Footfallcam

FootfallCam is a British company started by a team of experienced engineers with the vision of creating the most advanced people counting system in the market. Through many years of research and development, FootfallCam has developed into a technologically sophisticated system with many world's first innovations.

Our core values are our dedication to engineering excellences and customer services. With a team of 50 innovative and dynamic individuals, we constantly survey the market and introduce technologies, capabilities and expertise that help our customers to improve profitability and effectiveness. We strive to improve our system in every aspect, both hardware and software, through thousands of research and development hours. Continuous development of the product allows FootfallCam to stay at the forefront in people counting industry.

Authorised Reseller

SUNTECH INSTRUMENTS CO LTD
TEL: 35257168 FAX: 35252177
EMAIL:SALES@SUNTECH-HK.COM
WWW.SUNTECH-HK.NET
WHATSAPP: 92521837