

Learn Video Customer Counter

Reamol customer traffic counting system is a high accuracy equipment based on binocular stereo vision technology. It can offer reliable data for smart decision to prevent waste and lose during peak time, also help find new profit market and monitor & evaluate marketing and campaign effect. This equipment is specially designed for people-intensive areas, especially super market, hot stores, shopping malls, public venues and scenic spots.

The installation of customer counter system is flexible and convenient, and the 270degree bracket can be adjusted flexibly according to most of real environment, so it is suitable for installation in various locations and non-horizontal surfaces. Stereo vision camera can effectively distinguish baggage, backpack and human body, filter invalid counts such as children. The system is equipped with high-brightness infrared LED, which can work in various brightness environments, even in all-black places.

Visitor counting system can be easily adjusted to adapt to the application and installation: group of counters can be connected in parallel to achieve simultaneous real-time monitoring of the entrance and exit; it can also be installed at an entrance with a number of equipment to achieve ultra-wide entrance detection.

Solution

Passenger traffic is an essential data for management and decision-making in public places such as shopping malls, shopping centers, chain stores, airports, stations, museums, and exhibition halls. For the retail and chains, passenger traffic is a very basic indicator. Due to its direct relationship with sales volume, people have paid attention to passenger traffic statistics for a long time.

Passenger flow is significant for retail and stores too, passenger flow means popularity. High popularity has a purchase rate, research on traffic patterns, can increase sales opportunities, turn passenger flow into shoppers, maximize the sales potential of shopping malls, and increase profits.

Reamol video people counter is an important and reliable measurement tool. With 98% accurate data, you can not only get the complete running status of your mall, shopping center, museum or airport, and carry out effective organization and operation work.

Importance of passenger traffic statistics :

- ✓ Monitor and evaluate importance and layout every entrance
- ✓ Evaluate distribution of every area or floor in store or shopping mall
- ✓ Statistics of attractiveness and popularity of each region;
- ✓ Evaluate marketing and promotion effectiveness;
- ✓ Effectively distributes guard and marketing personnel.
- ✓ Monitor sales conversion and turn in conversion
- ✓ Evaluate service quality of shopping malls can be improved.
- ✓ Improve marketing and promotion and create more deals;
- ✓ Calculated average consumption capacity of passengers.
- ✓ Determined a reasonable rent price by traffic
- ✓ Evaluate and optimize advertising and promotion budget;
- ✓ Adjust the best open-close time;

Counter Functions

- ✓ Identify passenger in and out numbers.
- ✓ Multiple people counting at the same time.
- ✓ Detect entering or leaving customers traffic at the same time.
- ✓ Count two-way access customers
- ✓ Ignore special counts if customers stay for a long time.
- ✓ Each floor should be counted separately.
- ✓ All statistics of passenger traffic are visually displayed by charts.
- ✓ Support cloud platform and mobile phone visit
- ✓ Summarize hourly, daily, weekly, monthly, floor traffic
- ✓ Local server deployment for data security
- ✓ 10 years record backup in the device
- ✓ Data can be resumed or uploaded to server if network loss.

Target Market

<p>Shopping Mall Attractive Store and Plaza visitor traffic counting for every floor and lift and entrance</p>		<p>Retail Chains Daily Shopping customer counting for outside traffic, customer traffic and attention traffic</p>	
<p>Caterers Regular customers counting for queue and deal speed, KPI management</p>		<p>Scenic Spot Public visitors counting to keep effective sales and nice service</p>	

Main Data:

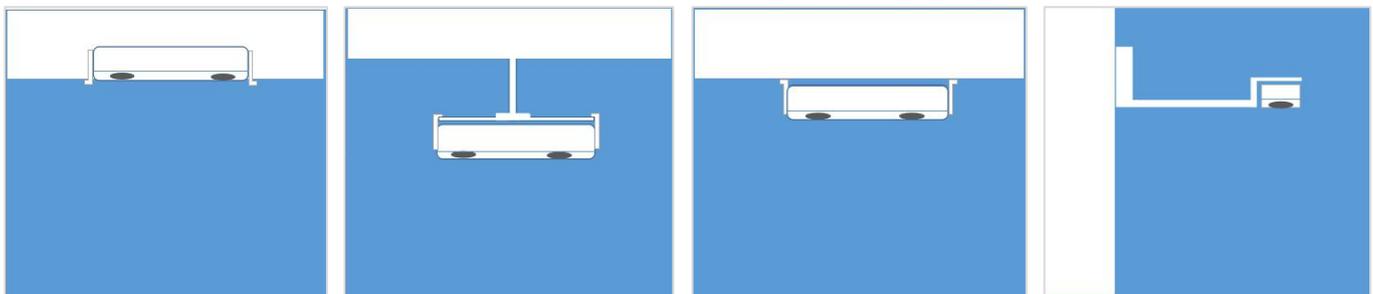
- ✓ Easy 98% Accuracy
- ✓ Fast plug and Play
- ✓ Simple Group Working
- ✓ Vandal proof Alu-alloy Housing
- ✓ 270° bracket, 4types placement
- ✓ IP 67 Waterproof & Dustproof
- ✓ Working: -40°C-70°C
- ✓ 8-32V DC, 1amp
- ✓ 10 years local data backup
- ✓ 2 Years warranty
- ✓ OEM Service



Specifications

OS:	Linux
Direction:	IN/OUT Bi-direction
Algorithm:	3D Binocular Visual Technology
Counting:	Distinguish Head/Shoulder/Direction
Chips:	Hi3516D
Resolution:	704*576
Illumination:	0.001Lux
Frame Rate:	18fps
Lens:	1.8/2.8/3.6/4/6/8mm, depend on installation height
Detection:	High: 2.5-6m, Width:1.0-2.5m
Children:	< 1.0/1.2meter will be ignored
Network:	1pcs RJ-45,
Storage:	8GB memory, 10years backup
Power:	9-36V DC
Temperature:	-40°C to 70°C
Size/Weight:	195*55*60mm/0.45Kg

4 Types Placement



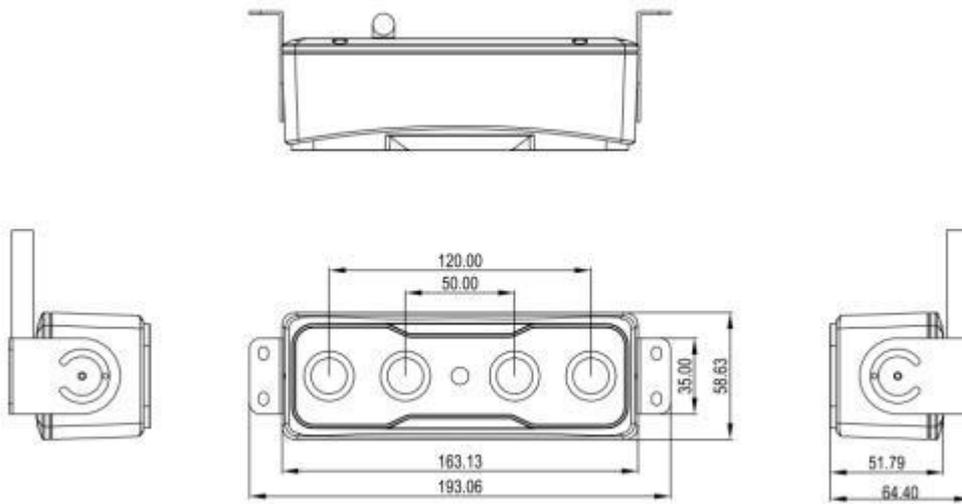
Flush Mount

Drop Mount

Standard

Bracket Mount

Size Illustration:



Wide Entrance Group Counting

