VISUAL COUNTER

VISUALCOUNTER
ACTIVITY
CUSTOMER FLOW ANALYSIS IN RETAIL STORES

Retail in-store customer analysis solution for queues, commercial areas and sale points

ANALYTICS OF CUSTOMER BEHAVIOUR IN RETAIL

CUSTOMER FLOW MONITORING
Information about the number of customers visiting and stay-time in specific commercial areas of interest excluding staff

ACTIVITY MAPS
Information about customer paths and hot commercial points inside the monitored areas

OPERATIONAL NOTIFICATIONS/ALARMS
Option to generate notifications or alarms in real-time to the service or sale point management staff, by means of an App or Smartwatch

LATEST GENERATION TECHNOLOGIES AND ALGORITHMS
Innovative ´Time of Flight´ technology that creates a high-resolution and accurate 3-D image (with no GDPR impact) based on infrared rays reflected from the surroundings
Processing algorithms based on neural networks and fuzzy logic that allow maximum data accuracy to be obtained

ANALYTICS OF QUEUES AND WAITING TIMES IN COMMERCIAL AREAS
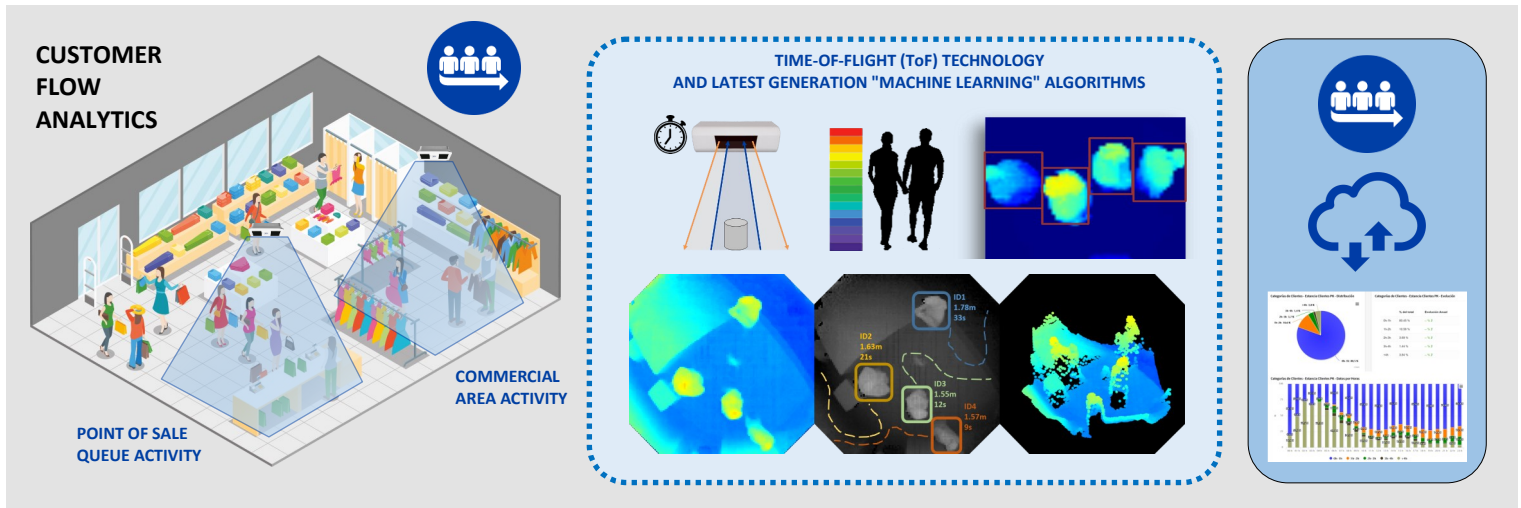
QUEUEING BEHAVIOUR ANALYTICS
- Number of people waiting and average waiting time
- Real time monitoring (alarms) and forecasting
- Service time at the sale points
- Queue drop-out rate

CUSTOMER EXPERIENCE
- Improves the customer's experience by preventing the congestion of customers waiting in queues to be attended to

BUSINESS OPERATIONS
- Optimises the number of open service or sale points to comply with that previously established contractually or by the service quality policy
- Optimises the number of open service or sale points to prevent cost overruns due to unnecessary staffing when low levels of assistance are required
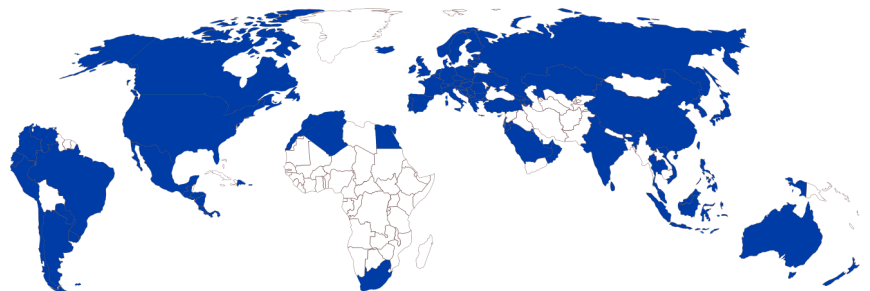
FUNCTIONAL ARCHITECTURE

CUSTOMER FLOW ANALYTICS

POINT OF SALE QUEUE ACTIVITY

COMMERCIAL AREA ACTIVITY

TIME-OF-FLIGHT (ToF) TECHNOLOGY AND LATEST GENERATION "MACHINE LEARNING" ALGORITHMS

TECHNICAL SPECIFICATIONS

Model	VC.Activity (PoE / WiFi / 4G / IoT-NB)
Sensor technology	ToF - Time of Flight
Processor / Operating System	ARM Cortex-A8 / Linux
Communications	IP (Compatible protocols: IPv4, TCP, UDP, DHCP, SNMP, SFTP, SSH, HTTPS) • Ethernet • WiFi (802.11 b/g/n) • Bluetooth Class 1 • LTE-M 4G / NB-IoT 4G
Voltage / Power consumption	• 12 VCC/700 mA • PoE (Power Over Ethernet) - IEEE 802.3af Compatible
Connections	• RJ-45 (Network/PoE) • Jack (Power) • 2 x USB 2.0 • SMA connector for external antenna LTE-M 4G / NB-IoT 4G
Internal memory	Internal RAM/Flash
Dimensions / Weight	40 x 151 x 94 mm / 750 g
Environmental parameters	• ROHS • Range of ambient operating temperature -25°C / +70°C • Relative humidity 5% / 95% (without condensation)

VISUALCOUNTER AROUND THE WORLD

- More than 60.000 counting devices installed

- Present in 80 countries on all five continents

- Reference customers in each market niche

- Solutions tailored to each country and sector

- Developing, manufacturing and marketing our own counting people solutions