

Smart Retail Intelligence

Plug & Play People Counting Technology



FLEXIBLE

Traffic Central™ people counting solution is based on the Axis Communications range of network IP cameras and video encoders. Traffic Central™ can be deployed remotely on a LAN or a WIFI network.

CUSTOMISABLE

People counting zones can be automatically set from one custom interface. From one location you can control all zones across all or one of your facilities. Receive daily, weekly or monthly summary reports emailed to your inbox or Head Office.

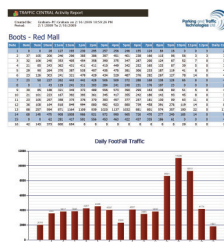
MODULAR

Choose which modules you need - advanced analysis reports, extra people counting zones etc. Traffic Central™ is completely scalable.

APPLICATIONS

Retail Intelligence
Rent Reviews
Trend Analysis
Shopper Traffic
Sales Conversion Rate
Behavior Analysis
Retail Economics
Crowd Alerts
Queue Detection

TRAFFIC CENTRAL™* People Counter is a simple, network enabled, real time, footfall, counting system embedded within the AXIS Communications range of network IP cameras and video encoders. For retail, exhibitions, museums, airports or any place where footfall measurement is required, Traffic Central™ provides cost effective, accurate, footfall measurement. The system counts the movement of people both entering and exiting a monitored zone. All people count processing takes place within the camera and the system includes specific software to view and evaluate the results. Optionally our executive suite of tools helps you manage and understand trends and patterns that affect the everyday operation of your business.



"We performed a 3 month trial on a range of various technologies from the leading footfall manufacturers. In all cases, Traffic Central outperformed all in terms of ease of deployment, accuracy and cost"

Alan Hudson, Masterclass Security. Client: Douglas Village Shopping Centre, Co. Cork, Ireland.

Completely Plug and Play.

- Quick and easy to install
- Aisle width coverage up to 7m across
- Ability in realtime to remotely monitor footfall count
- No restriction on the number of connected footfall counters or the number of networked premises
- Robust 'All In One' technology
- Directional people counting
- Web enabled browser for seamless configuration
- Open standard protocols for OEM application integration



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