

Smart Retail Intelligence

Traffic Central - Footfall Analysis

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

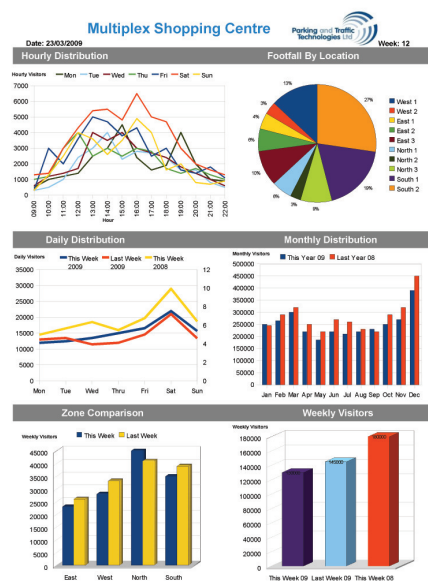
People counting zones can be automatically set from one custom interface. From one location you can control all zones across all or one of your facilities. Have daily, weekly or monthly summary reports emailed to your inbox or Head Office.

MODULAR

You 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



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. The Traffic Central™ 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 Court Shopping Centre, Co. Cork, Ireland.

Completely Plug and Play.



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*Patent Pending

- Evaluate Marketing and Advertising campaigns
- Measure a store's performance
- Perform reliable branch comparisons
- Calculate customer to sale conversion rates
- Eliminate understaffing/overstaffing costs
- Identify peak selling hours, days, weeks, months, seasons and years
- Understand the effects of weather, national holidays and major events on your stores performance
- Decrease revenue leakage and maximise the revenue capacity of a store

Traffic Central™ is packaged into three versions

Traffic Central™ Basic is free and is ideal for a single retail store or a small shopping mall

Traffic Central™ Professional is aimed at shopping centres or a cluster of stores

Traffic Central™ Enterprise contains a suite of tools for various degrees of footfall analysis and is ideal for networking a large number of high street stores or Shopping Malls.