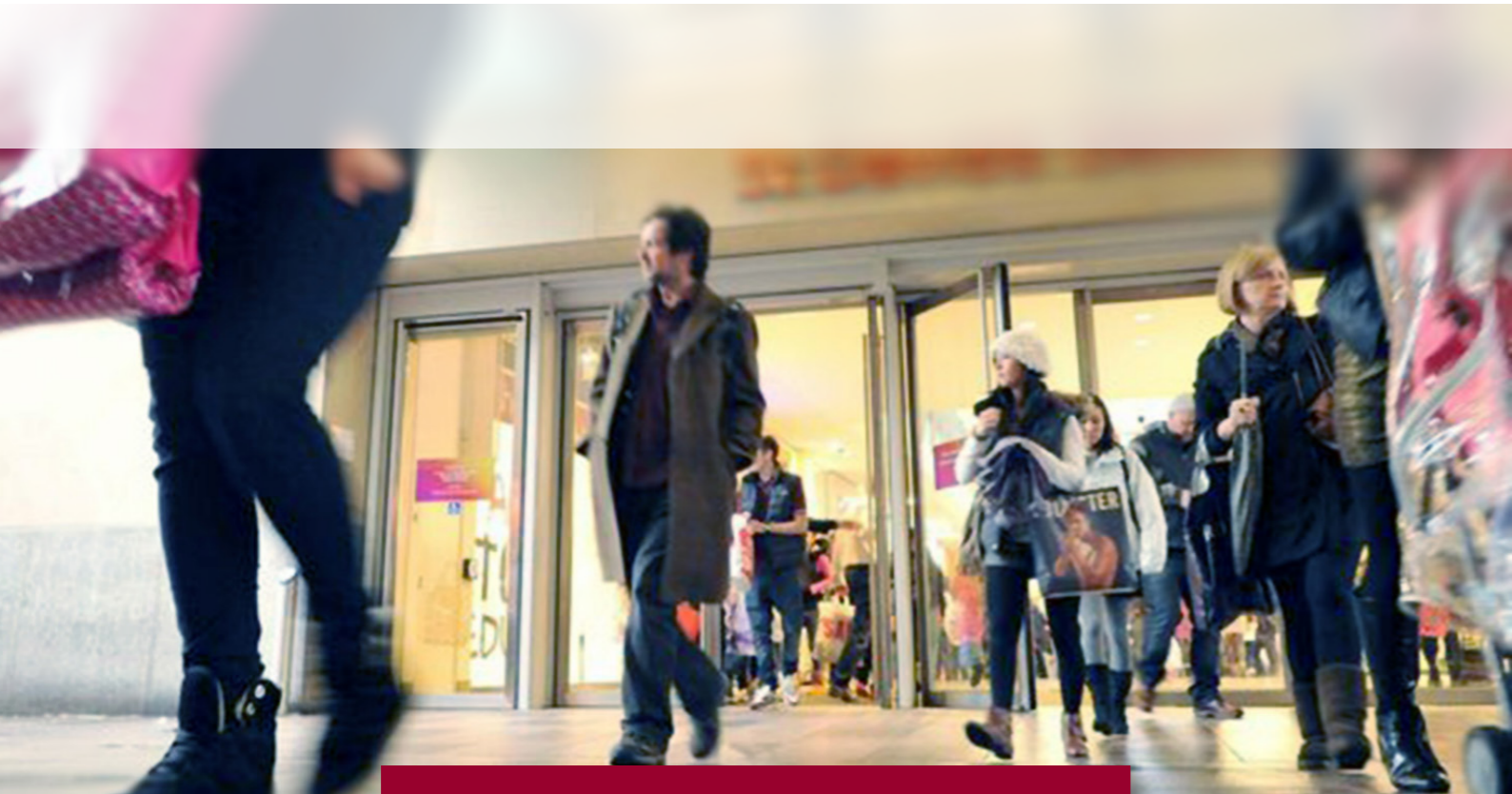


People counting solution for any business open to the public

AX-PeCo

PEOPLE COUNTING FOR IP CAMERAS



www.visual-tools.com - info@visual-tools.com

VISUAL TOOLS, S.A.
Madrid (Head Office)
C/ Isla Graciosa, 1. - 28034 Madrid - Spain
T: +34 91 729 4844 - F: +34 91 358 5236

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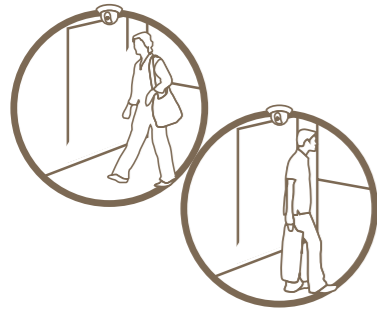
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"Know your client behaviour better and increase profitability"
"Optimize the management of your personnel (employees, maintenance staff)"
"Increase the effectiveness of your marketing and promotional material"
"Improve client service and your business's image"

AX-PeCo

PEOPLE COUNTING FOR IP CAMERAS



AX-PeCo is licensed software that running fully embedded in a network camera AXIS transforms it into a video based people counter. Placed in an overhead position on a determined area, the camera itself does the counting, recording and storage of the collected data (up to two years). All counting is done in real time and automatically in the camera with no need for a PC.

AX-PeCo is easily installable in the existent network and easily configurable from any place via web browser.

- It can obtain data of the flow of people in any establishment with a reliability of 95% of the daily average.
- It facilitates separated in and out counts with the same camera, being able to differentiate between the direction of traffic (in/out) and the passage of several people entering/exiting simultaneously, which increases the efficiency of the system.
- It allows using in addition an external sensor connected to a digital input of the camera to confirm the video based counting in order to increase the accuracy in complicated scenarios by excessive noise or shadows on the counting area.
- The collected data allow for people flow knowledge, trends study, suspicions identification, workforce optimization, marketing effectiveness...

The data access is performed remotely via web browser or by using the free application PeCoGraph, which eases the acquirement, consultation and exploiting of the counting data from multiple counters.



Once the counting data are gathered, you can analyse the true situation of your client traffic, of business opportunities and of possible variations. Comparisons of these data with those of other establishments or with data such as billing or number of ticket receipts can help you detect any possible missed opportunities or areas for improvement, so as to increase performance and consequently income. Once these points are detected, a series of improvements or corrective measures can be implanted, and subsequently data can be collected and analyzed again, entering a process of continual improvement.



Characteristics

- 1 NON INTRUSIVE**
The counting is done by analyzing the images captured by a camera placed above the desired area, so it does not require physical barriers, extra installations or additional equipment.
- 2 BIDIRECTIONAL COUNTING**
The camera fulfils the calculation of ins and outs (bidirectional counting) differentiating the direction of traffic (in/out) and the passage of several people simultaneously.
- 3 HIGH RELIABILITY**
It registers counting data on a determined area with an accuracy of 95% of the daily average.
- 4 ACCESS VIA INTERNET EXPLORER**
It provides easy and secure access to the Web interface of the camera to set the counter configuration, to visualize the counting data, which are refreshed automatically, to query data from previous days or weeks and to perform downloads between two requested dates.
- 5 API FOR INTEGRATION IN THIRD PARTY SOFTWARE**
To download accounts in .csv format and integrate them with other data such as billing.

Data management

PeCo-Graph is a Windows based multilingual free software that permits the jointly download of people counting data from different cameras, their query, graphical visualization and export. An easy application for PC designed for the functional and commercial analysis of the counting data that, on the one hand facilitates the gathering of data and, on the other simplifies their analysis and graphic representation.

Counting data can be manually downloaded at user request or automatically by performing scheduled downloads at a specific time and from one or several cameras.

It has multiple graphics to quickly and easily make presentations with comparisons between intervals within the same camera or comparisons of a same interval within different cameras. It also has a complete calendar of trend analysis to clearly see the flow distribution curves at the different establishments.

For further information, please visit: www.visual-tools.com

Application available at:
http://www.videosafe.net/AX-PeCo_Index.html
Trial license key or license activation key at:
http://www.axis.com/techsup/compatible_applications/