

Cognimatics AB  
Ole Römers väg 12  
223 70 Lund, Sweden  
Office: +46 46 286 31 20  
Fax: +46 46 286 85 07  
E-mail: info@cognimatics.com  
Web: www.cognimatics.com

Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.



## Camera-based People Counter™ 1.0

Product Overview  
Cognimatics Industrial applications

### TrueView People Counter™ for Microsoft Windows



In today's competitive retail environment, winning requires having a good understanding of your customers, developing focused strategies and executing them efficiently. Constant changes in customer preferences, eroding customer loyalty and the inherent complexity of large retail organizations require a new level of in-store intelligence to achieve success.

**TrueView** People Counter™ is a unique product for the retail industry that provides easy-to-use and accurate people counting. Based on Cognimatics' leading patent pending technology for Cognitive Vision, **TrueView** People Counter™ offers a cost efficient, infinitely scalable, easy-to-install and flexible system for automatic people counting, with a superior accuracy (95-99%). This is why **TrueView** People Counter™ is the right choice for you.

#### Benefits from people counting

Use your precise knowledge about visitor statistics to increase the performance of your business:

- Increase sales by leveraging your buyer/browser ratio and your turnover per visitor.
- Collect data such as customer flows, trend analyses, evaluation of advertising and promotions.
- Enhance your strategic marketing decisions through effective monitoring of customer traffic.
- Improve you staff planning and determine optimal opening hours.
- Negotiate rent based on the visitors passing by or entering your facility.

#### Reporting

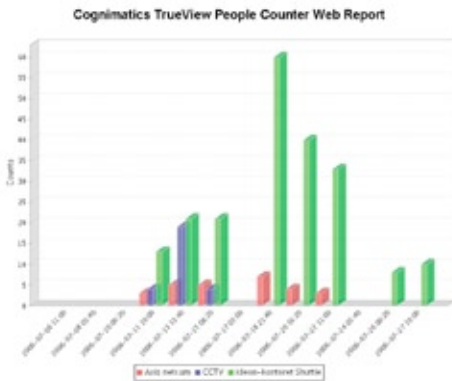
Keep track of and analyze your people counting data with **TrueView** Report™. **TrueView** Report™ is a powerful statistics tool that runs on your PC and performs statistical analysis on the people counts from your local site. But that is not all, with the web based version of **TrueView** Report™ you can easily manage multi-site people counting and even export data to compare with

- POS data,
- daily weather conditions
- marketing statistics etc.

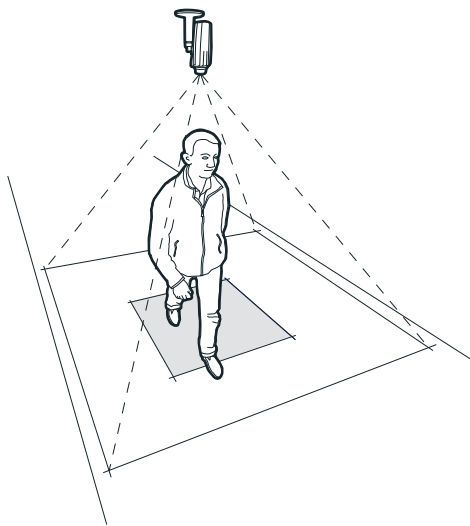
This is especially useful for retail chains or shopping malls and you can access the data from anywhere through your web browser.

#### System overview

**TrueView** People Counter™ is an automated stand-alone, bi-directional people counting system that uses ceiling mounted cameras, powered by



Compare people counting from several sites via your web browser.



Bi-directional counting of people passing the camera's view. Differentiate between going up or down.

leading patent pending image processing software run on standard hardware. The installation is so easy that it can be performed and maintained by your own staff. Installed cameras can also be used for other purposes. For example, security and surveillance.

**TrueView** People Counter™ runs on PC, and data can be retrieved for analysis on timed intervals as frequent as one minute. **TrueView** People Counter™ expands to support up to four cameras per CPU core in a standard PC and can scale to hundreds of units and multiple sites, using **TrueView Report™** or **TrueView Web Report™**.

### Features

- Automated system, operated in real-time, PC-based, easy to install and maintain.
- Seamless integration with **TrueView Report™** or **TrueView Web Report™**.
- Unlimited number of cameras to a site or portfolio of sites when combined with **TrueView Report™** or **TrueView Web Report™**.
- Adjustable counting line.
- Bi-directional counting: Counts people moving in two directions simultaneously.
- Accurate counting even under high density conditions or with baby carriages or trolleys present.
- Leading digital image processing minimizes shadow and reflection problems.
- Export data from **TrueView Report™** or **TrueView Web Report™** to Microsoft Excel (CSV), or as PNG.
- Open protocol lets you integrate with data from POS and other systems.
- Possibility to adjust the counting line in the image horizontally and vertically.

### Specifications

- Recommended minimum frame rate: 15 frames per second.
- Recommended image size at least 160x120 pixels.
- Person size at least 40x30 pixels.
- Platforms: PC
- CPU: P4 processor, with minimum 3.0 GHz or equivalent.
- Operating system: Windows XP or later.

### Distributed by:

#### CONTACT INFORMATION

Cognimatics AB  
 Phone: +46 46 286 31 20  
 Fax: +46 46 286 86 03  
 info@cognimatics.com  
 www.cognimatics.com

#### ABOUT COGNIMATICS

Cognimatics, the leader in Cognitive Vision, has its roots at the Mathematical Department at Lund University, Sweden. Having a team of senior researchers with more than a decade of experience from Cognitive Vision, Cognimatics' technology is built on a solid and sound scientific foundation.

#### COMPANY MISSION

Cognimatics works in close cooperation with the university to take new results from research to the market efficiently.

#### COGNITIVE VISION

Cognitive vision is a field of research, where the aim is to teach computers to interpret images intelligently like humans do. It involves detecting people in pictures, finding objects in pictures, tracking objects and detecting events in video streams. Cognimatics, the leader in Cognitive Vision, is dedicated to providing efficient and innovative products within its two business segments - Mobile Communications and Intelligent Surveillance.

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