



# CountmatriX™

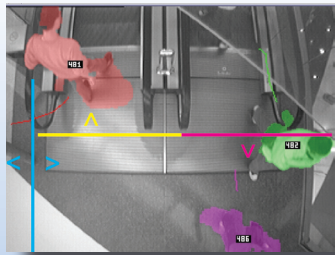
## PEOPLE COUNTING



Traffic Counting

# OVERVIEW

**CountmatriX™ is an omni-directional people counting and tracking system that calculates the number of people passing through doorways, passageways or tracks people in open areas (including outdoor areas) and combines these counts to provide visitor trends: traffic counts, occupancy and flow.**



Multiple countlines or zones per image.



Can cover wide entrances with a single camera

CountmatriX™ assists in operational planning, management, and control of resources through the capture of useful, reliable, and robust data on the numbers and movements of freely circulating people within buildings and around unrestricted areas.

Visitor trend data from CountmatriX™ is used to obtain real-time displays of traffic numbers, occupancy, pedestrian direction and average time of stay (also known as dwell time) at selected locations. This analysis of pedestrian flow patterns is directly exported to our market leading visitor analytics solution VisitorTrends. Results can be stored for historical analysis or viewed in realtime.

Data imported to VisitorTrends can be exported to standard packages, such as Excel, Word, PowerPoint, and many others. Individual charts and dashboards can also be saved in PDF or PNG. This allows the user to produce specific reports, charts or maps that can be distributed via the reporting system or as automated emailed reports.

# FEATURES

- Easily defined areas allow flexibility and speed when setting up and adjusting the system.
- Industry leading accuracy.
- The system can count people in multiple directions, or produce a sum of the total traffic across a zone or a number of cameras.
- Works with either Windows or Linux based servers
- Up to 60 areas per image can be defined allowing monitoring and counting of flow throughout the entire image, or specific regions and / or specific doorways all of which can be tracked separately.
- Multiple camera sources can be connected to a single system, and multiple systems can be networked together, making the system fully extensible.
- Data collected can be sent via standard telephone, mobile or computer networks allowing several sites to be viewed and managed centrally.
- Advanced logging capabilities allow total control of when and how the counting will be performed.
- Analysis of the counting system can be performed quickly and easily and can compare results from different entrances, zones, floors, buildings or sites.
- Visitor trend information can be combined with many other data sources.
- A wide variety of interactive reports are available when linked with the Vizualize Visitor Trends reporting solution



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