



Overview

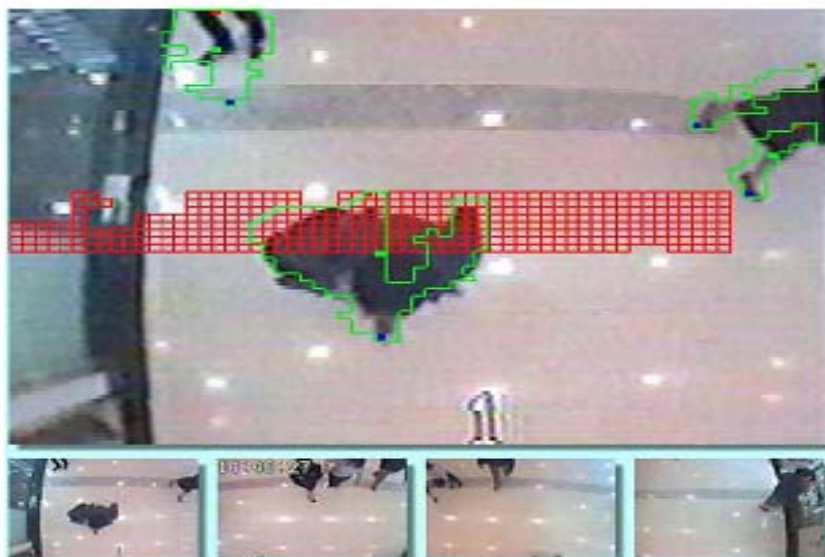
When People Count, We Count

Protrax is an omni-directional people counting 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: occupancy and flow.

Protrax 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.

VisitorTrends data from Protrax is used to obtain real-time displays of in/out 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 InSite. Results can be stored for historical analysis.



Data imported to VisitorTrends can be exported to standard packages, such as Excel, Word,

PowerPoint, or Access. 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 in real-time.



- Easily defined areas allow flexibility and speed when setting up and adjusting the system.
- The system can either count people in different directions (in and out), or produce a sum of the total traffic across a zone.
- Up 32 cameras per counting server.
- Up to 10 areas per image can be defined allowing monitoring and counting of flow throughout the entire image, or specific regions and / or specific doorways 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.
- Each counting zone can be configured to start counting between specific times.
- Data collected can be sent via standard telephone lines 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.
- VisitorTrends information can combined with many other data sources.
- A wide variety of interactive reports are available when linked with the VisitorTrends reporting solution



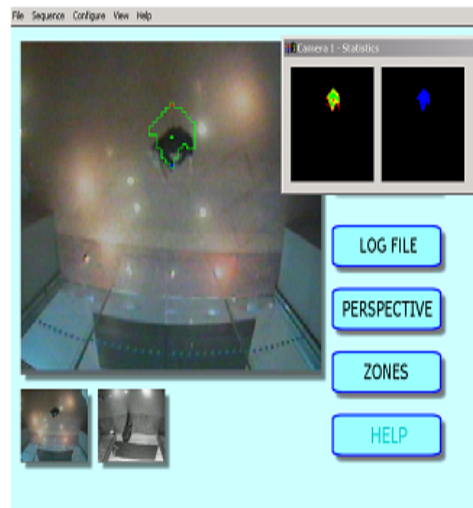
Protrax computer vision technology uses overhead video cameras that feed images back to a computer. These images are processed by an advanced tracking algorithm to record pedestrian movements within the picture.

The processing handles a large number of issues commonly encountered in applications, namely:

- Variable lighting conditions, such as outdoors
- Shadows
- Adapting to different camera heights and pedestrian sizes
- High traffic volumes
- People pausing or loitering in frame

For counting applications, the complete path followed by a pedestrian is recorded, from the moment they appear till they exit the field of view. Counts are generated when a pedestrian's path crosses a counting zone drawn on the image. Each count has associated with it the direction of travel and time of occurrence. Because all pedestrian movements within the image are tracked, multiple zones can be used in a single camera view. The data from multiple cameras can be tied together in real-time, without duplication, to handle entrances too wide to be covered by a single camera, or to provide coverage of a broad area.

A separate processing subsystem is able to calculate the number of people in a zone, as well as the average time spent in it. This can be used for the calculation of occupancy for a specific venue or zone for example. VisitorTrends is a customer intelligence solution for retail stores that enables businesses to capture and analyze information about the customer behavior in real-time. With this information, businesses can improve customer service, marketing, and store layout initiatives.



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