



StoreMap™

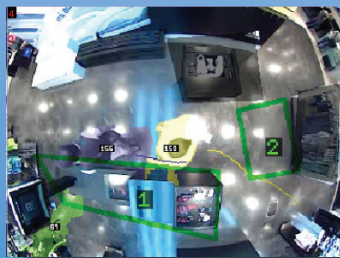
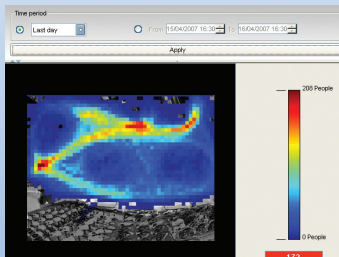
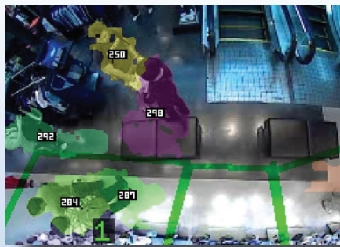
SHOPPER INSIGHTS

SMART⁴
retail™



DO YOU KNOW?

**How many customers pass your store, display, or product?
How many people stop? How long do they stop and what do they look at? What percentage enter your store or buy your product? How many leave without buying?**



StorM™ is one of the most advanced solutions of its type. Developed to automatically understand specific behavior for people in certain environments. StorM™ utilizes sophisticated artificial intelligence normally used in robotics and cybernetics. With StorM™ we continuously track analyze and report on a person or persons direction and speed (trajectories) stop times, typical paths, exact direction and number in both real time or on a time incremented basis. Our product is ideal for retail stores, shopping malls, venues (including pubs and clubs), convention centres, public transport, museums and public buildings.

StorM™ is designed to estimate the degree of interest a person has for the various objects observed. StorM™ maps the exact paths of a person or groups of people through defined zones, their exact individual positions, their number and the duration of say or speed of transit.

StorM™ is compatible with both Windows and Linux. It analyzes the image feeds from both standard CCTV or select IP network cameras installed to a height of between 3 and 12 meters placed facing directly "down" onto the scene.

StorM™ does not require a significant technical expertise from users in order for it to operate. A simple automated training procedure where one person walks for a few minutes throughout the scene so that StorM™ can accumulate all the necessary transit details to set its configuration is normally enough.

StorM™ can provide:

- The number of transiting people and their position
- The number and duration of stops of a person(s)
- Trajectory (path) maps
- Total statistics for a predefined zone or zones, up to 64 zones per camera
- Understand the sequence of movements between specific zones.

StorM™ supplies in real time all the information and relative statistics for people present in the scene. The number of people, their exact position, the number and the duration of their pauses along with their complete trajectory are tracked in real time and stored in the database.

StorM™ monitors and records live:

- Total number of people in the scene
- Total number of people who stop during their visit
- Crowding rates
- Blockage points
- Hot and cold areas in the scene.

Our powerful reporting platform includes heatmaps, graphs, charts and tables delivered through Visitortrends™ web based analytics.

RECOGNITION SECURITY

1028 Sunswept Terrace,
Plano, Texas 75075
U.S.A.

Phone: +469-628-9040

www.recognitionsecurity.us