

# Accurate & Reliable People Counting



## I-Count

I-Count is the industry's most accurate People Counting solution. This stand-alone video based counting system is the most accurate and dependable product available worldwide.



### Applications & Benefits

I-Count delivers multi-zone, bi-directional pedestrian traffic counting by combining shape recognition and motion detection in a robust and affordable product.

- ▶ Effectively improves business results by transforming visitors to customers thereby enhancing the customer experience.
- ▶ Provides accurate and reliable real-time data which becomes a powerful and effective tool for determining conversion rates, marketing effectiveness and workforce optimization.
- ▶ Identifies peak sales opportunities, providing additional KPIs and metrics.





# I-Count Key Features



## Product & Technology

- ▶ Incorporates advanced military based shape recognition and motion detection technologies, providing separate counting of adults, children, carts, etc.
- ▶ Provides the widest entry coverage in a single unit offering a ratio of up to 3X between installation height and the entrance width. The technology delivers a significantly lower cost of ownership compared to any other people counting product.
- ▶ Delivers consistent greater than 95% accuracy, operating at full frame rates and adapting in real-time to changing environmental conditions.
- ▶ Each I-Count unit can cover up to five separate detection zones.
- ▶ The simple administration utility located on a centralized server enables remote calibration, zone changes, auditing and reporting hierarchy for all I-Counts.

## Data Management

Data from all I-Count units can be exported directly on your network to your legacy system or reviewed through the Analyzer software suite. CountWise also offers hosted reporting solutions.

## Technical Specifications

Camera	1Vp-p,75Ω, NTSC or PAL
Processing Unit	Advanced DSP processor implementing FPGA technology
Counting Channels	2 simultaneous video channels and 4 digital inputs for additional counting applications (vehicle, cart counting and/or additional video input)
Memory	Internal non volatile flash memory - Retains data even if the network is down
Data Interface	RS232, RS485, TCP/IP-10/100 Ethernet, Wireless & Cellular modem
Remote Access	Calibration and configuration includes firmware upgrades
System Alerts	Automatically generated
Watchdog	Electrical or communication crash protection with automatic recovery
Data Download	Auto configurable as per client request
Nominal Voltage	12-15 VDC 5Watt
Battery Back-Up	Clock only
Power Over Ethernet	Yes
IP Address	Static
Connector Type	RJ45 568B Standard
Cable Type	Ethernet CAT5
Dimensions	6.00" X 5.50" X 3.25" (152mm x 140mm x 83mm)

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